OCTOBER 13, 1952

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BROADCASTING TELECASTING

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The Newsweekly of Radio and Television

21ST year

4m

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TECHNICAL ROOM

Like kids go for lollypops

Baltimore merchants go for WITH like kids go for lollypops. They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

IN BALTIMORE

W·I·T·H

TOM TINSLEY, PRESIDENT

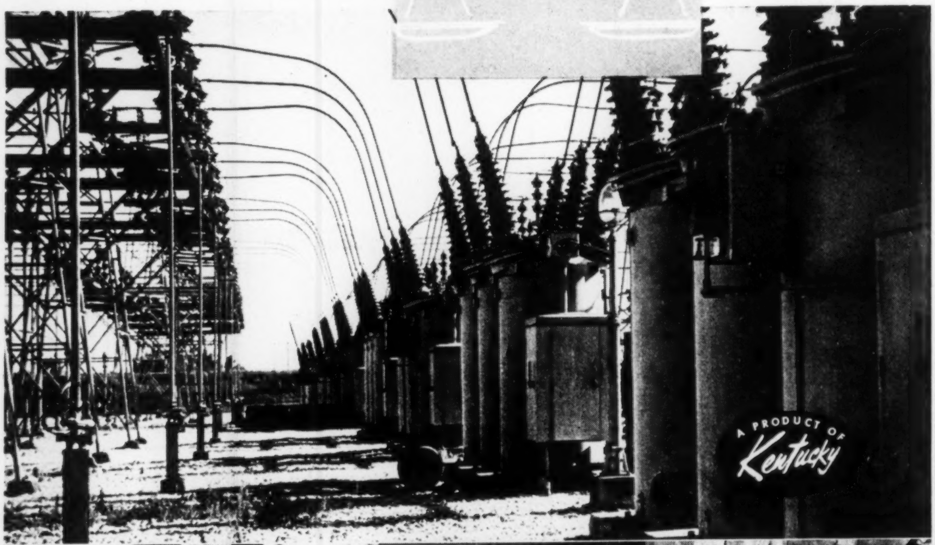
REPRESENTED BY FORJOE & COMPANY

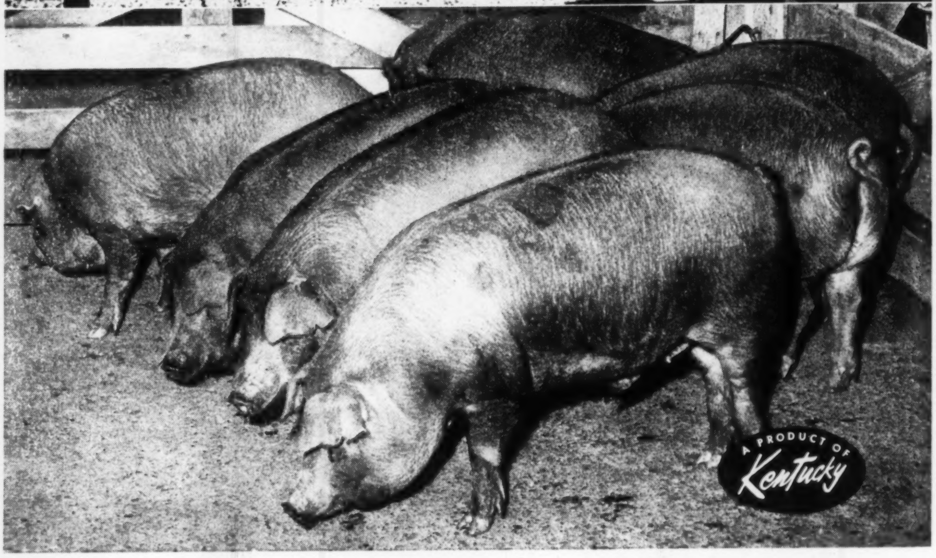
XUM

Go where there's GROWTH... KENTUCKY

INDUSTRY FARMING

Power and Pigs





Eight power projects now being constructed in Kentucky will boost Kentucky's electric power output by *1,643,000 kilowatts within 2 years!* Wolf Creek is being completed at a cost of 76 million dollars. Louisville Gas & Electric is spending 32 million dollars, and Kentucky Utilities is expanding its Central City and Tyrone plants at a cost of 19 million.

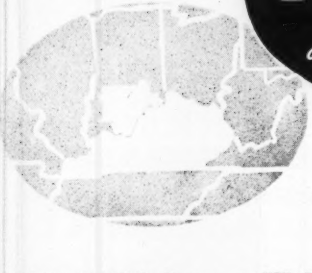
That's industrial GROWTH!

Any impressive farm gains? 1951 cash income from crops and livestock reached an all-time high of $632,632,000. Hogs and pigs, for example, brought Kentucky farmers $77,013,000 in 1950... and a record income of $85,763,000 in 1951!

Go where there's GROWTH... GO WHAS!

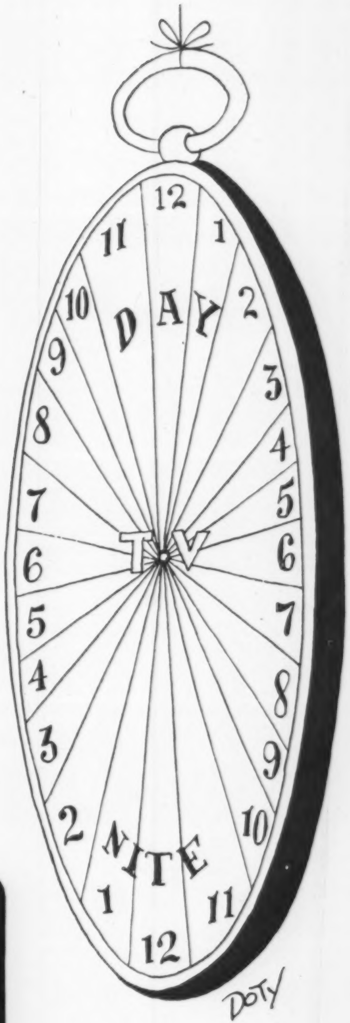
No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS
WHAS
Louisville, Kentucky



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago



groping for tv program time?

you can do better with Spot- much better

There's no groping when you buy national TV coverage on a Spot basis: Full choice of markets and time offerings . . . no minimum group requirements . . . wholehearted station cooperation . . . better picture quality than kinescopes . . . savings in time charges—enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC • *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

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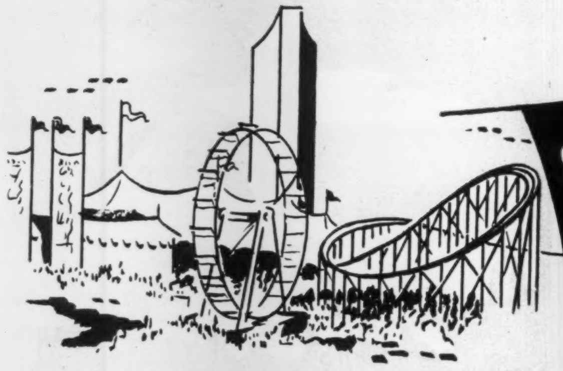
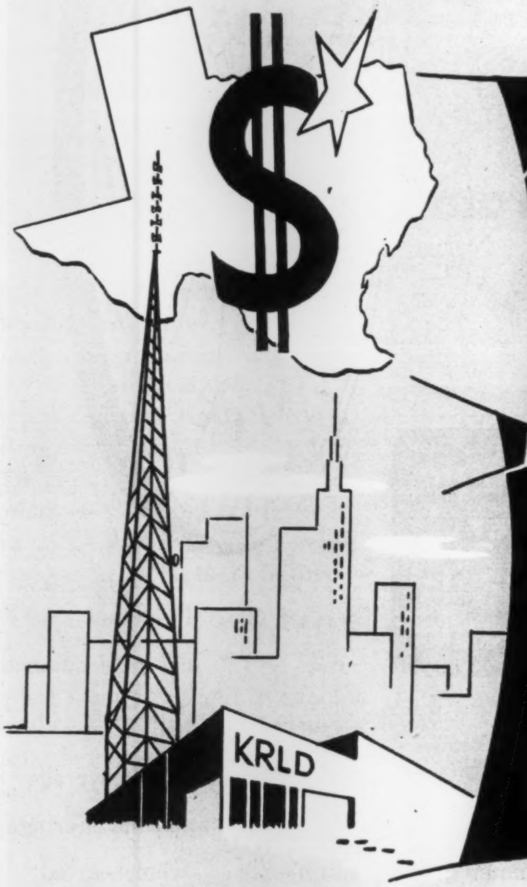


STATE FAIR OF TEXAS
Dallas
OCTOBER 4th THRU 19th
World's Largest State Fair



THE "BIGGEST" BUY
IN THE
"BIGGEST" STATE

Most Powerful TV Station in Texas

The only station in Dallas and Fort Worth not splitting any part of any network schedule with any other station in Dallas or Fort Worth — it's KRLD-TV and KRLD-TV only for CBS shows in both Dallas and Fort Worth.

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

KRLD-TV
Channel 4, Dallas

EXCLUSIVE
CBS TELEVISION
OUTLET FOR
DALLAS-FT. WORTH
AREAS

The Branham Company,
Exclusive Representative

TEXAS' MOST POWERFUL TELEVISION STATION

at deadline

CLOSED CIRCUIT

ENGINEERING opinion, which only months ago evaluated low-side vhf (Ch. 2-6) as vastly superior to high-side (Ch. 7-13) now convinced higher channels are far better than anticipated and compare most favorably with low-end, particularly on long haul. Many also predict story will be same with uhf and that both transmission and reception techniques will advance swiftly as station services are added.

LONG secrecy over carefully drafted standard contract for spot telecasting, negotiated by AAAA and NARTB, due to be ended any day with release of final form.

DON'T WRITE *finis* yet to Democratic Citizens Committee attack on purported GOP $2 million radio-TV blitz, now that FCC said it wouldn't act. George W. Ball, executive director of Demo group was set over week-end to ask networks and all TV stations for accounting on GOP time purchases through local or state groups, including adjacencies. If they can't match time for Demos, slot for slot, then look for further complaints, on ground that GOP units have grabbed time up. If they can, then presumably basis for complaint will evaporate, and Demo units will buy it within budget limitations.

QUIET on subscription-TV front is about to be broken as FCC staff begins digging into pay-as-you-see projects. Only petition pending for commercialization of pay-TV is from Zenith [B•T, March 3]. Others experimenting are Skiatron, with Subscriber-Vision, and International Telemeter Corp., half-owned by Paramount Pictures, with coin-operated system. RCA reported to have subscription TV system, called Tollvision, in development.

ELAINE SLOAT, timebuyer, Benton & Bowles, N. Y., joining N. W. Ayer & Son, that city, as radio-TV timebuyer.

WHAT'S AHEAD on color TV? Educated guess is offered by William B. Lodge, CBS vice president in charge of engineering, who predicts National Television Systems Committee will petition FCC within next "two to six months" on testing of revised compatible system, but makes no prediction as to when approval will come, when sets will be offered public or at what price (see story, page 25).

FIRST program to present both Presidential nominees will be under United Nations auspices over CBS Oct. 24 to observe United Nations Day (see story page 27). While program is labeled commercial, what it doesn't say is that Ford Foundation, mammoth philanthropy which has evinced large interest in broadcast communications, actually is underwriting event.

SIGNS are multiplying that Canadian government is almost ready to change its decision on independent TV stations. Understood that Canadian Assn. of Broadcasters is to present brief to Canadian Cabinet in next few weeks, and that some 40 Canadian AM stations have now applied for TV station licenses. Increas-

(Continued on page 6)

SERIES AUDIENCE: 100 MILLION

PRELIMINARY estimates indicate that minimum of 100 million people heard one or more World's Series games via radio and that from 70 to 75 million people saw one or more games on TV. Games were broadcast by some 550 MBS affiliated radio stations plus another 100 U. S. Stations, CBC network in Canada, Latin American hookup and around world by Armed Forces Radio Service and Voice of America. They were telecast by NBC-TV network of 64 stations in as many cities, plus video outlets of four Mutual stockholders in four major cities.

NBC CANCELS MEET

CANCELLATION of plans for this year's NBC affiliates convention, scheduled first week of December at Boca Raton, Fla., was announced Friday by network. Spokesmen said action was taken after discussion with number of affiliates elicited agreement that, in view of special "rate" meeting with affiliates in Chicago in September, plus other recent network-stations sessions, another meeting this year is "unnecessary" and time would be better spent working on day-to-day sales, promotion and programming operations.

RTDG WAGE INCREASE

RADIO and Television Directors Guild announced Friday it has concluded new contract with television networks representing agencies and packagers covering TV free lance directors in New York and Hollywood. New York membership has approved pact and action from Hollywood expected soon. Union said gains include: average wage increases of 20% with network TV directors minimum up to $175 weekly; clause requiring credit for TV staff or free lance director as largest credit given; eight-hour day for TV floor managers and associate directors and other fringe benefits.

MERRILL OATH

OATH of office for new Comr. Eugene H. Merrill will be administered Tuesday at FCC by Chief Judge Harold M. Stephens of U. S. Court of Appeals for District of Columbia (see story page 25).

BUSINESS BRIEFLY

DODGE TO USE RADIO ● Chrysler Corp.'s Dodge Div., through Grant Adv.'s Detroit office, planning radio saturation spot announcement campaign to kick off Oct. 23. Meanwhile, Dodge dealers, through agency's New York office, start radio campaign this week in Philadelphia with six spots per day on five stations.

40 MARKETS ● Penick & Ford Ltd. (Brer Rabbit) starts spot radio campaign in 40 markets, effective mid-October, through J. Walter Thompson Co., N. Y.

EIGHT-WEEK CAMPAIGN ● Borden Co., N. Y. (Borden's instant coffee), launching eight-week radio spot campaign Oct. 20 in about eight markets. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

RADIO, TV DRIVE ● Anahist Co., N. Y. (Super-Anahist), buying spot schedule, starting Oct. 20 for 13 weeks on 70 radio stations. Advertiser also intends using TV spots but number of markets has not yet been decided upon. Ted Bates Inc., N. Y., is agency.

POLITICAL TIME ● CIO Political Action Committee purchasing time over CBS radio Oct. 21, 10:15-10:30 p.m. EST, for recorded speech by CIO President Philip Murray on behalf of Democratic Party nominees.

SEABROOK CAMPAIGN ● Seabrook Farms, Bridgeton, N. J., preparing radio spot announcement campaign to start Nov. 1, for 13 weeks in east, central and northeast sections of country. Agency: Hilton & Riggio, N. Y.

FALSTAFF ON MBS ● Falstaff Brewing Corp., St. Louis, to sponsor *Hank Thompson & His Brazos Valley Boys* over MBS Tues., Thurs. and Fri., 10:15-10:30 p.m., EST, starting Nov. 6. Agency, Dancer-Fitzgerald-Sample, N. Y.

Radio Best Low-Cost Mass Buy—Pryor

RADIO must continually prove that no other medium reaches such vast audience at such low cost, keeping advertisers informed of value of their broadcast investments, Arthur Pryor Jr., BBDO vice president in charge of radio and television, told NARTB District 6 delegates Friday afternoon at Memphis meeting (see early story, this issue).

Mr. Pryor said advertising people are confused by conflicting audience data and their shortcomings. He hoped Advertising Research Foundation, now studying problem, will come up with set of standards for ratings and "some conclusions as to what can and can't be done."

"The greatest need is for research and intelligent aplication of that research," he said. "Radio needs a rating system which will give a true picture of radio listening. Worst of all, radio is in the emotional doghouse with a lot of advertising people. One reason is that in so many cases, unfortunately, the champions of TV are the same people who have been the stalwarts of radio.

"I believe the tremendous promotion put behind TV by radio people has been at the expense of radio and that if TV had not been developed in the majority of cases by radio networks and station people, radio would have been more aggressive and concerned about its competitive position. It's very easy to be a defeatist about the prospects for radio and to forecast the future only in terms of doom. But if today's problems are faced realistically, there need be no question of radio's survival and continued development."

Reminding that most advertisers feel that homes acquiring TV are lost forever to radio, Mr. Pryor said, "We know this isn't true. We must know more about that and about the 'extra set' listening in homes, the listening to portable sets and to automobile sets.

He described TV as "a great medium" which

(Continued on page 114)

for more AT DEADLINE turn page

XUM

at deadline

BROADCASTING PLANS FOR MAJOR PARTIES

HERE'S outline of broadcasting plans of major political parties as of last Friday:

Democrats will use about 18 simulcasts featuring Gov. Stevenson in "fireside chats" which Wilson Wyatt, his campaign manager, believes are best suited to governor's speaking style.

Republicans may go short on Eisenhower simulcasts, long on spot schedule. "Blitz" spot campaign in finishing weeks of campaign will go through, but not on $2 million scale originally planned.

Both parties awaiting outcome of fund-raising drives before making big radio-TV commitments. Both count on state committees to finance spots distributed by national committees.

DENVER TV HEARING

USE of theatre TV to distribute film to movie theatres, in place of present physical distribution of reels, was seen as distinct possibility by John M. Wolfberg, general manager of Wolfberg theatres in Denver, Col. Testifying in behalf of TV applicant Denver Television Co., of which he is president, Mr. Wolfberg said he could foresee electronic distribution of film to, perhaps, 200 theatres from central distribution point, overcoming present cumbersome and expensive duplication of negatives, shipping, etc. He also thought conventions, as well as sporting events, entertainment and news events could be used for theatre TV. Denver vhf Channel 7 hearing, with Mr. Wolfberg under cross examination by opposition KLZ, is scheduled to conclude this week (see earlier story, this issue).

CHURCH BUYS STATION

PURCHASE of KALA Sitka, Alaska (1400 kc 250 w) announced by Board of National Missions, Presbyterian Church in U. S. A.. to be operated as educational project. "Home missioners who were once circuit riders on the American frontier are now pioneers on the new frontiers of the electronic circuit," church said. Station located on campus of Sheldon Jackson Junior College. John Groller is secretary of broadcasting for church.

HENNOCK ON 'EDUCATION'

FCC COMR. Frieda B. Hennock discussed educational TV aspects of "How can we best use the mass media to further education" on NBC-TV *It's a Problem*, Friday, 11:30 p.m., with Harold Stassen, U. of Penn. president, and Dr. Buell Gallagher, CCNY president. Comr. Hennock is to address New Jersey Broadcasters Assn. today (Monday) (see story page 66) and Oct. 23 is to make "major" address on educational TV before Minnesota Education Assn. at St. Paul.

WISCONSIN TV TAX URGED

TAX of $1 per year on television set owners plus $5 sales tax proposed Friday by State Legislature subcommittee at Madison, Wis., as means of financing state-owned TV network. W. W. Clark (R-Vesper), chairman of subcommittee on education, had proposal drafted for submission to group next Nov. 7. Bill would set up state television council, with $300,000 yearly to start construction of $3 million TV network devoted to noncommercial educational uses.

In this Issue—

NOW that radio network charges are reduced, network salesmen are going after national business that has been placed in spot. Their argument: network now is cheaper. *Page 23.*

VOTER registration is at record volume, and "a major share of the credit" belongs to radio and television. The biggest citizenship promotion campaign in history is paying off. *Page 23.*

NEWEST FCC Commissioner, Eugene Hyde Merrill, a Utah Democrat, will take office this week. The administration now has a clear majority on the FCC, four Democrats, two Republicans, one independent. *Page 25.*

IMPROVED "compatible" color television system will be ready for submission to the FCC next summer. It's the one on which the National Television Systems Committee has been working. *Page 25.*

NEXT Congress will probably go into the political broadcasting problem with more seriousness than past Congresses have shown. Though political heat is building up, the FCC refuses to investigate the asserted $2 million spot "blitz" on behalf of General Eisenhower. *Page 27.*

COFFEEHEAD Larsen has his listeners drinking coffee by the gallon and buying grocery products by the truckload. A radio success story. *Page 26.*

THE American Trust Co. of San Francisco is winning customers and friends with "Science in Action," a 30-minute show which both teaches and amuses. A television success story. *Page 71.*

NARTB's District 5 condemns double-billing after Harold Fellows calls the practice immoral and unethical. *Page 32.*

FEDERAL court ruling in Washington, D. C., that witnesses before Congressional committees may refuse to testify before TV and radio won't help broadcasters in their efforts to get equal access to public hearings with the press. *Page 44.*

TV will kill off as many as 10,000 of today's 18,000 movie theatres in the next six years, according to a prominent movie exhibitor. He's selling off his theatrical holdings to go into TV. *Page 69.*

Upcoming

Oct. 12-15: AAAA, Pacific Council Annual Convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 13-14: Kentucky Broadcasters Assn., Henry Clay Hotel, Ashland, Kentucky.

Oct. 16-17: Institute on Educational TV meet, Georgetown U., Washington, D. C.

Oct. 17-19: Southern District, National Assn. of Radio Farm Directors Convention, Winston-Salem, N. C.

(Other Upcomings, Page 37)

Closed Circuit

(Continued from page 5)

ing public demand from all parts of Canada, especially western Canada, is being impressed on Canadian cabinet ministers by western members of parliament. Increasing costs of government's Canadian Broadcasting Corp. TV operations at Toronto and Montreal, partly due to scarcity of advertisers, also factor.

SALE OF RKO Radio Pictures' backlog of features and shorts to TV hinges on what such movies can bring from theatrical reissues as against their market on video. RKO, however, will definitely be in TV custom-built film production business, setting up subsidiary unit for that purpose.

WITHIN last fortnight, Democrats have been getting more mileage out of whistle-stop campaigning of both Stevenson and Truman. In addition to spot local broadcasts, rebroadcasts have been handled locally to reach workers at home in plan reportedly evolved by Morris Novik, broadcaster and consultant, acting as liaison with Democratic Committee and labor groups in special programming field.

STRONG bid for more funds in FCC 1954 budget—in order to enable Commission to keep up with essential functions, perhaps initiate new studies—was made to Bureau of Budget by Chairman Paul A. Walker, and Vice Chairman Rosel H. Hyde, and Comrs. George E. Sterling and Robert T. Bartley and staff last week. Budget Bureau prepares recommendations for President. Last year, for fiscal 1953, President asked Congress to appropriate $8,075,000 for FCC. Congress finally appropriated $6,408,460 [B•T, June 30].

DID FCC open TV hearing gate to floods of "expert testimony" on predicted coverage when it ruled last week (see page 69) that applicants may offer such evidence, for what it might be worth, at their own option? FCC said in some cases such data might bear weight, others very little or not at all, and warned present measurement standards have been found wanting. By equivocating, FCC puts burden squarely on applicant's shoulders and has caused new confusion and consternation for applicants and their attorneys.

FIRST RETAIL DATA BEGUN ON RADIO-TV SET SALES

MONTHLY retail sales of radio and TV being compiled by Radio-Television Mfrs. Assn., supplementing monthly data showing number and types of sets manufactured. First data, announced Friday, show 700,490 TV sets sold at retail in June, July and August. In same three months factories turned out 957,842 TV sets despite normal July shutdown.

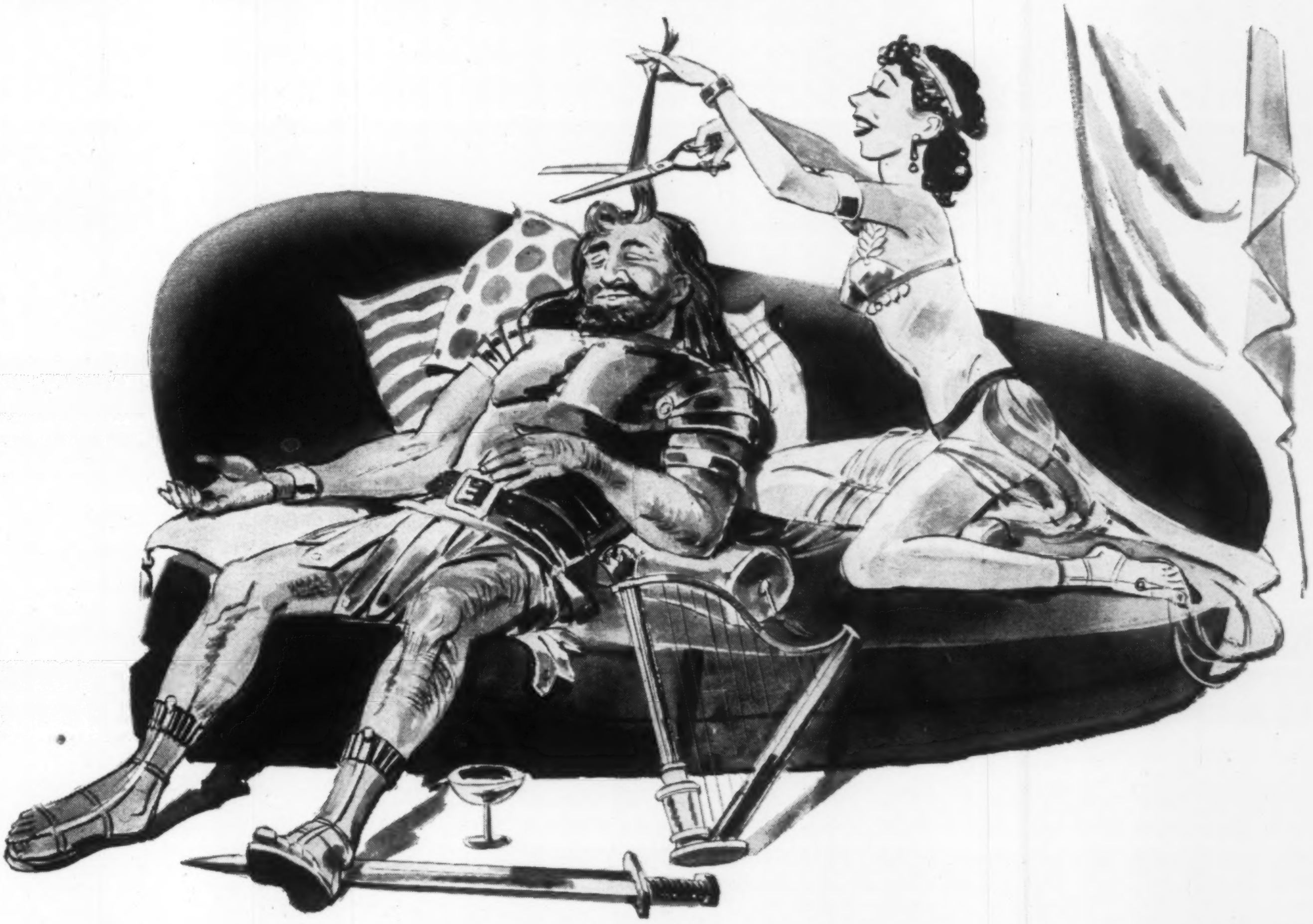
Sales of radio receivers totaled 1,139,467 in three summer months, RTMA found. RTMA data show radio and TV sets are sold in more than 95,000 retail outlets.

DENY KHIT PETITION

PETITION of KHIT Lampasas, Tex., for license renewal without hearing was denied Friday by FCC. Commission found that petition did not contain "complete and detailed statement" with regard to KHIT personnel and finances and steps station has taken "to insure future compliance with the Commission's rules and regulations." Denial is subject to filing of second petition for grant without hearing, with "complete information" sought by Commission.

for more AT DEADLINE see page 114

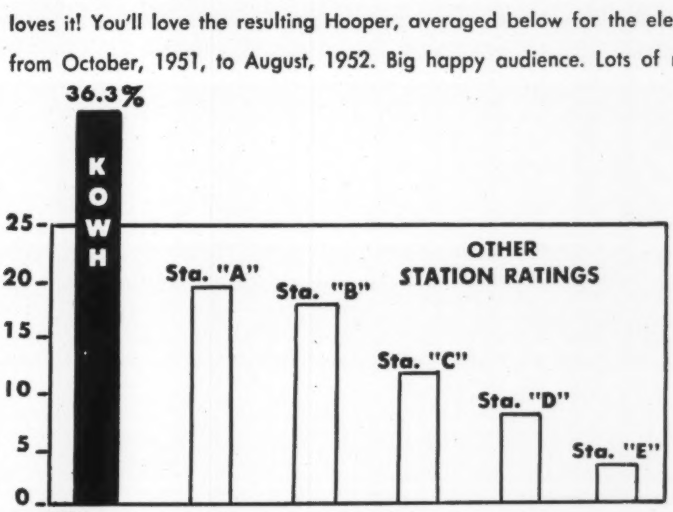
All It Took was a Haircut...



To unseat Samson as the most powerful member of the "long-hair" set.

"Long hair" might have helped Samson perform wonders with the jawbone of an ass, but it doesn't build a radio audience. KOWH bypassed the "Highbrow" in favor of rollicking entertainment. Everybody gets in the act—and the Omaha, Council Bluffs area loves it! You'll love the resulting Hooper, averaged below for the eleven-month period from October, 1951, to August, 1952. Big happy audience. Lots of money. Big sales!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951, thru August, 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (August, 1952.)



Kowh

OMAHA

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

AKRON'S
TOP
STATION
TOPS IN RADIO
© 1949 WACKER
Always out in front!
WAKR
TOWERS OVER AKRON
WAKR
COMING!
WAKR-TV
Akron's
FIRST
TV
Station
Ch. 49
© 1949, SUMMIT RADIO CORPORATION
5000 WATTS
ABC
Represented by Weed & Co.

BROADCASTING
TELECASTING

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

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*Reg. U. S. Patent Office

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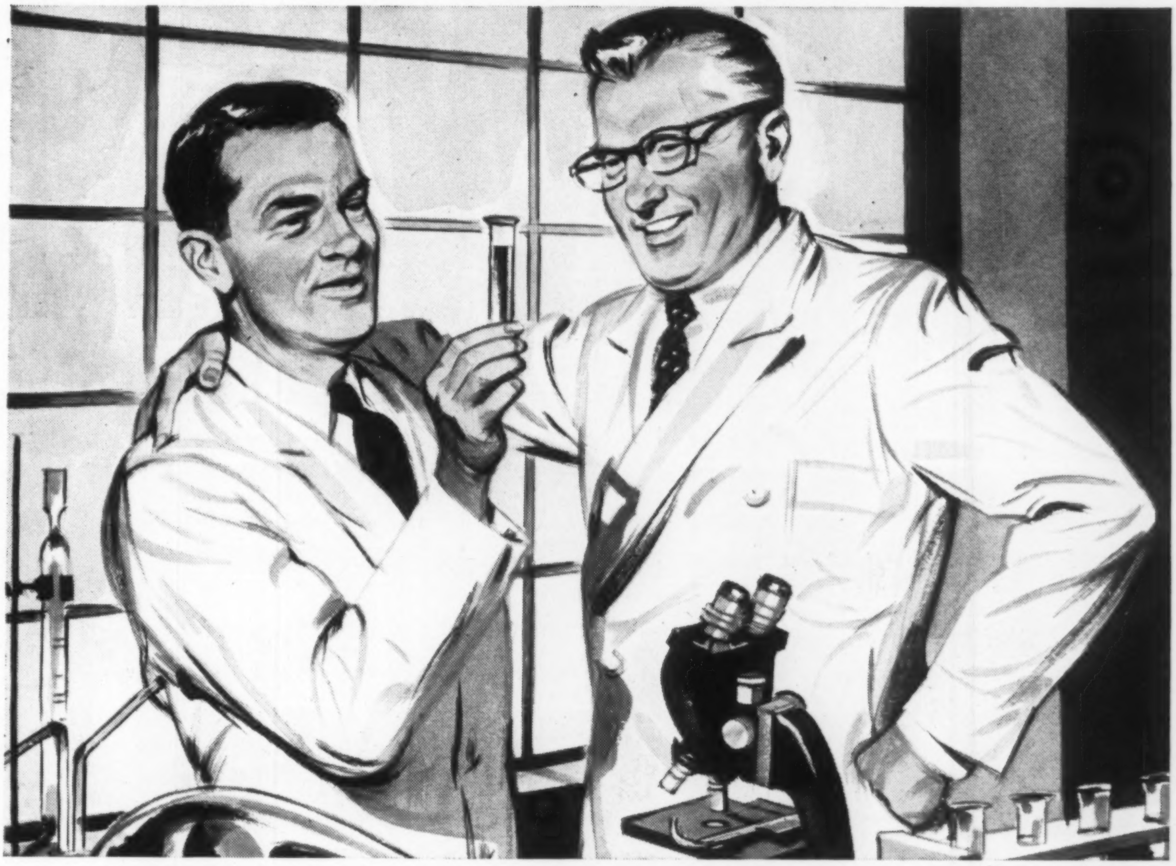


This fellow's trying to outsmart us... and that's good for YOU!

We don't know his name or even what he looks like. But we *do* know what he's up to. Right now at this minute he's working in the research laboratory of a competitive oil company. He may be devising the formula for a new and better gasoline, or developing an improved manufacturing process, or inventing a wonderful new petroleum by-product which may revolutionize the plastics industry. If he succeeds, his company will have a temporary competitive advantage over ours.

Frankly, this fellow worries us a little sometimes. But we're awfully glad he's around!

His habit of keeping at our heels keeps us on our toes. We have to be just as smart as he is (or maybe a little smarter) to stay in business. Intense competition among hundreds of competing oil companies has stimulated research and production to create for America an abundance of the good things of life undreamed of in other times or other countries.

Until somebody invents a better formula for prosperity than old-fashioned competition, let's all stick to our own system of trying to do a better job than the other fellow. That way, we'll *all* be better off!

Esso

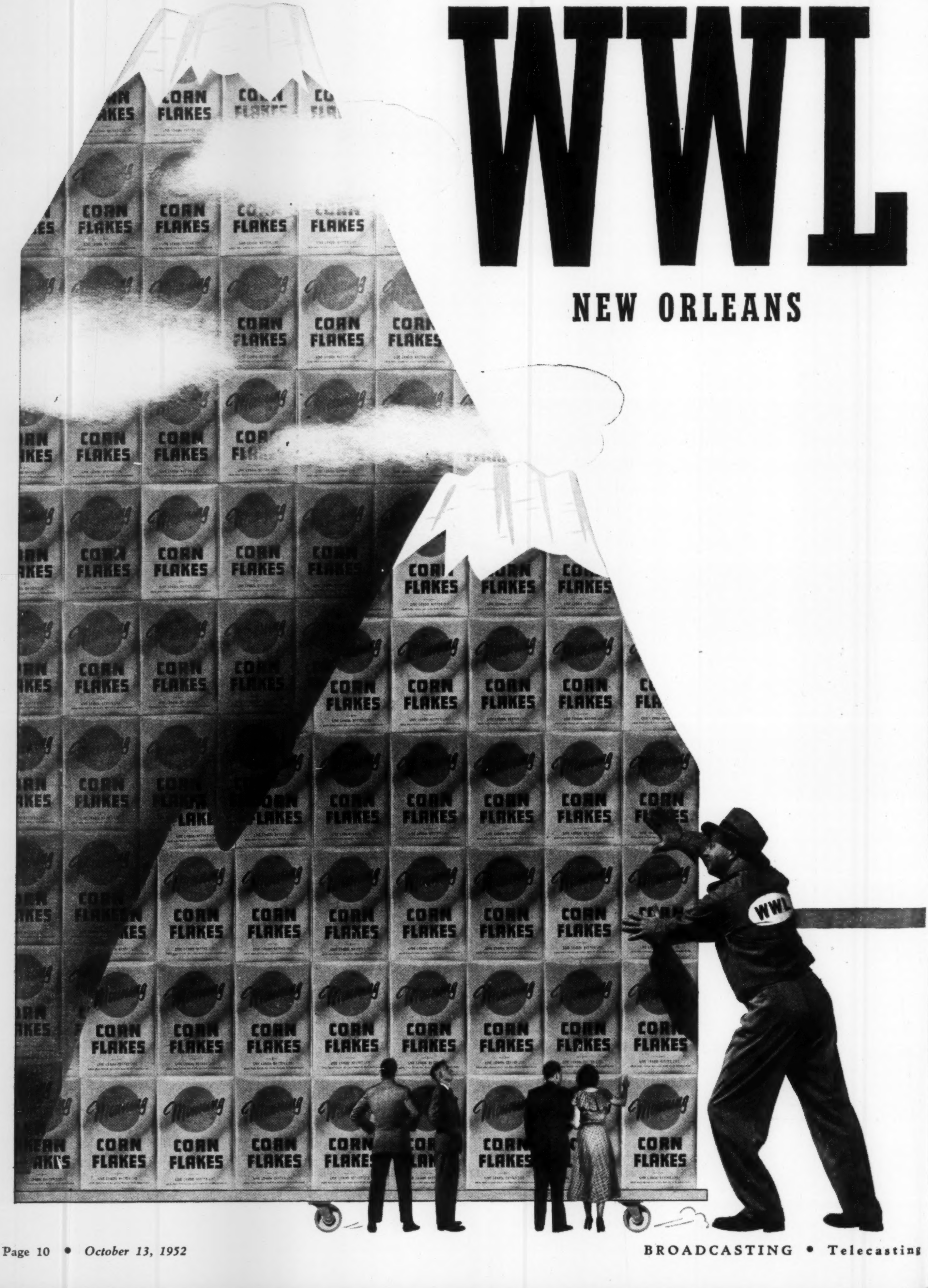
THIS IS OIL PROGRESS WEEK, *celebrated by the Petroleum Industry and Esso employees and dealers everywhere. When you stop to think that 2 gallons of today's gasoline do the work 3 did in 1925, you'll agree . . . there's really something to celebrate!*

ESSO STANDARD OIL COMPANY

This is an advertisement appearing during Oil Progress Week, Oct. 12-18 in newspapers in the 18 states and the District of Columbia where Esso Products are marketed.

WWL

NEW ORLEANS



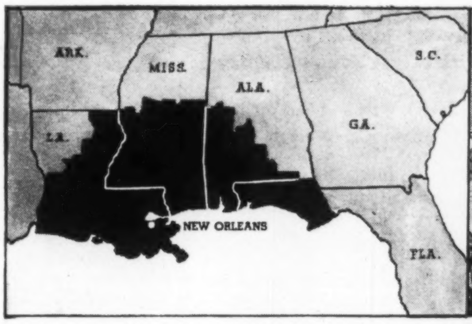
CORN FLAKES
WWL

XUM

Moves Mountains of Cereal

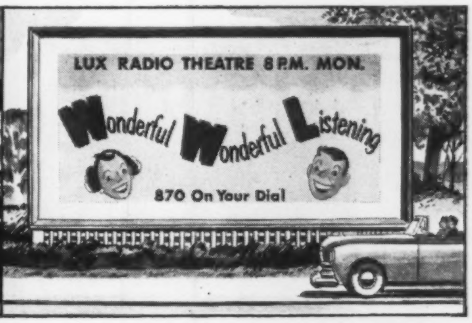
WWL Sells More Southerners than Any Other Advertising Medium

WWL, the South's Greatest Salesman, can help send your food sales Up—Up—Up! No tricks. It's simple arithmetic: With WWL, you get more reach, more audience, more advertising extras than any other medium in the Deep South has to offer.



Coverage unsurpassed in the Deep South—intensive coverage over a 4-state market, rich with new industry and still unquestionably radio-dominated. That's WWL!

Highest Ratings—built up over a period of 30 years through excellent programing, featuring CBS and Southern stars, the finest news coverage, outstanding special events. That's WWL!



All-out advertising support—with liberal use of store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, and personal calls on jobbers and distributors. Product push no other station South gives advertisers. That's WWL!

Let WWL

THE SOUTH'S GREATEST SALESMAN

Sell the South for YOU!

50,000 WATTS · CLEAR CHANNEL · CBS RADIO AFFILIATE

A Department of Loyola University • Represented Nationally by The Katz Agency

WDEF
CHATTANOOGA, TENNESSEE

has more audience, all morning, in Chattanooga than the next two network stations combined!*

WDEF
CHATTANOOGA

1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM

agency

HENRY G. LITTLE, executive vice president of Campbell-Ewald, Detroit, elected president. **HENRY T. EWALD** continues as board chairman and major stockholder after serving as president.

FOLKE A. OLSON, account executive with *Seattle Post-Intelligencer*, appointed account executive at H. J. McGrath & Assoc., Seattle.

ROBERT CHARLES WARREN, vice president - account executive, Edward S. Kellogg Co., L. A., and **KENNETH ESSELSTROM**, art director, Harry G. Willis & Assoc., Glendale, to Ruthrauff & Ryan Inc., Hollywood, as account executive and assistant art director, respectively.

DON MacLEOD, KOL Seattle, to West Pacific Agency, same city, as account executive.

KARL E. IRVIN Jr., McCann-Erickson, Chicago, to J. Walter Thompson Co., same city, as director of radio-TV research.

on all accounts

LOUIS JOSEPH RIGGIO, vice president and treasurer as well as partner in the two-year-old agency, Hilton & Riggio, New York, denies he was raised in a tobacco plant nursery and swaddled in an auctioneer's leaf. But he cannot escape the industry diagnosis that he was born with tobacco in his blood.

Son of a distinguished tobacco family, Mr. Riggio was born in New York City on Aug. 7, 1911. He was educated at Yale U., where, it is reliably reported, he smoked.

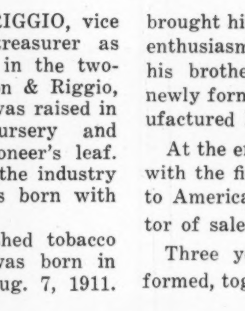
It was early in 1933 that he joined the American Tobacco Co. to serve his apprenticeship in the southern leaf markets. He then moved into the plant and became a tobacco leaf buyer, remaining with the firm for three years.

At the end of that time he returned to New York and joined his first agency, N. W. Ayer & Son, as an assistant account executive. Under Jack Hunter he helped handle the American Telephone & Telegraph Co. account, marking the first and presumably the last time that he was not in some way involved with tobacco.

The lure of the golden leaf brought him back with a king-sized enthusiasm in 1940 when he joined his brother as an officer of the newly formed company which manufactured Regent cigarettes.

At the end of seven years service with the firm, Mr. Riggio returned to American Tobacco Co. as director of sales and advertising.

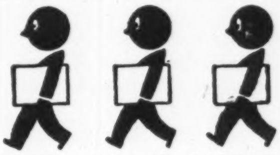
Three years later—in 1950—he formed, together with Peter Hilton, the agency that bears their names, and Regent cigarettes was enlisted as one of their major accounts.


Mr. RIGGIO

In addition to that product, the firm handles Colonial Airlines, Seabrook Farms, Schine Hotels, Evyan perfumes and others. Regents currently sponsors *America Calling* on CBS Radio, half - hour once a week, while Seabrook Farms is underwriting *The Private Files of Matthew Bell* with Joseph Cotton on MBS.

The Riggios—she is the former Marcella Modra—have been married for 17 years. They have 14-year-old twin boys, Louis and Phillip. The family lives in an apartment in Ardsley-on-the-Hudson. His principal hobby is tennis.

beat



THOMAS B. COLEMAN and **BARRETT WELCH** elected vice presidents of Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

JAMES B. BRIGGS, Charles Blum Adv. Corp., to Geare-Marston Inc., Phila., as vice president-account supervisor.

CHARLES F. SOUTHWARD, vice president, Harry Atkinson Adv., forms **SOUTHWARD & Assoc.**, 134 N. La Salle St., Chicago. Telephone is Franklin 2-8100.

STEPHEN SIDDLE, space buyer, Bermingham, Castleman & Pierce Inc., N. Y., named media director in charge of purchasing all radio-TV time.

ROBERT L. NOURSE Jr., account executive, and **DORIS MORGAN**, his executive assistant, Dancer-Fitzgerald-Sample Inc., Hollywood, to Roy S. Durstine Inc., L. A., as account executive and member of media department, respectively.

J. H. SHACKELFORD, partner, Allen & Marshall Adv., L. A., opens own agency, **SHACKELFORD Adv. Agency**, with headquarters at 120½ San Fernando Rd., that city. Telephone is Capitol 1-6853.

WILLIAM R. WRIGHT, account executive with Kenyon & Eckhardt, N. Y., to Ted Bates Inc., that city, in same capacity serving G. Washington Instant Coffee account.

H. T. BRETTELLE Jr., Oldsmobile Div., General Motors Corp., and **DONN FAHNESTOCK**, vice president, Conti Adv., Ridgewood, N. J., to John Mather Lupton Co., N. Y., as account executives.

H. BECHTEL SMITH, vice president in charge of advertising and sales, Royal Lace Paper Works Inc., Brooklyn, elected vice president and partner, Kiesewetter Assoc. Inc., N. Y.

LAWRENCE RUSSONIELLO, Aldridge Assoc., Phila., to John R. McAusland & Co., same city.

MICHAEL A. DAVENPORT, advertising department, Meier & Frank Co., Portland, Ore. (department store), to Don Dawson Co., that city, in creative-radio TV departments.

THOMAS P. KENNEDY, national news desk, *New York Times*, to copywriting staff, Caples Co., N. Y.

IRVING PADEREWSKI appointed art director, Getschal Co., N. Y.

DAVID W. MILLS, assistant art director, Ted Sommers Inc., Bridgeport, Conn., promoted to art director.

FREDERICK C. McCORMACK Jr. to public relations staff, Geare-Marston Inc., Phila.

GEORGE W. IRWIN, head of Irwin Co. Inc., Beverly Hills, father of twins, Gary Wilson and Gregory Walsh, Sept. 29.

WEST PACIFIC Agency, Seattle, moves to 622 Broad St., that city. Telephone is Alder 3993.

H. G. SAMPLE Adv., Atlanta, moves to Suite 302, Glenn Bldg., same city.

YOU GET THAT PERSONAL·ITY TOUCH . . .

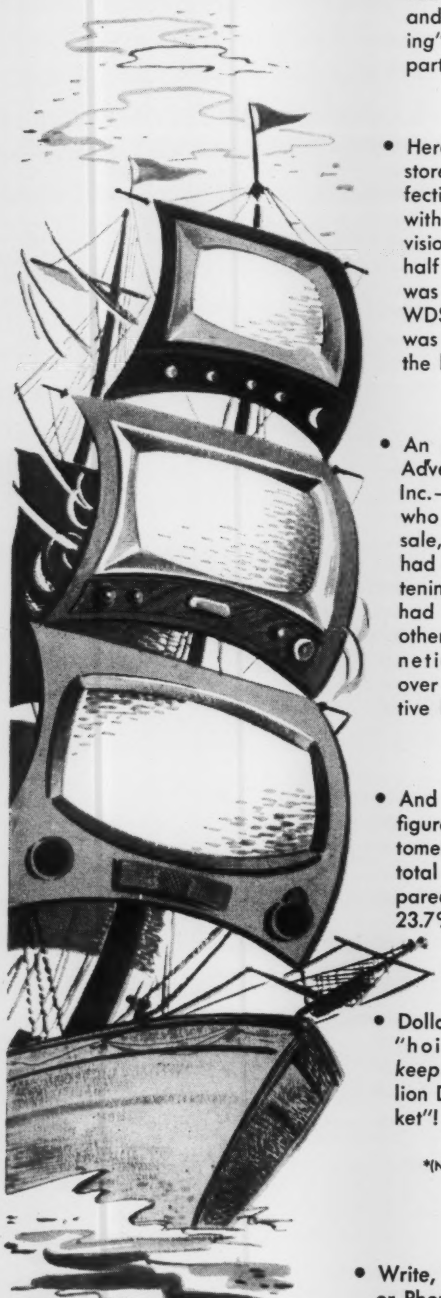
WMAL-TV
Television
WMAL
WMAL

PLUS . with JERRY AND JIMMA STRONG
Washington's only husband and wife radio disc-jockey team. Jimma's "youall" combines with Jerry's "hi neighbor" to win and SELL new friends daily. For just one sponsor, they are emptying a third car-load of dishwashers in only four weeks. Their PERSONAL-ITY TOUCH can also give your product that BONUS of acceptance needed for MAXIMUM SALES RESULTS!

Call or Wire
The KATZ AGENCY, Inc.
or WMAL Sales Department

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.



RADIO PUTS GALES IN TV SET *Sales!*

- Yes . . . it took Radio—WDSU radio—to stir up the air waves and send TV set sales "billowing" for a New Orleans department store.*

- Here's how it happened: the store decided to test the effectiveness of its advertising with a special sale of television sets. For the test, one-half the advertising budget was used for radio spots on WDSU. A competing medium was allotted the other half of the budget.

- An impartial survey group—Advertising Research Bureau Inc.—interviewed customers who had been attracted to the sale, and found that 47.2% had learned about it from listening to WDSU. Only 20.8% had been attracted by the other medium. WDSU's magnetic air waves produced over *twice* as many prospective buyers!

- And when it came to sales figures, WDSU's radio customers spent 44.8% of the total dollar volume, as compared with the other medium's 23.7% of the total.

- Dollar for dollar—WDSU can "hoist" *your* sales . . . and keep them filled in the "Billion Dollar New Orleans Market"!

*(Name and details on request)

- Write, Wire, or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS
NBC

new business

Spot • • •

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, starts spot announcement campaign in five TV markets, for 13 weeks from Oct. 15. Stations are WBEN-TV Buffalo, WHAM-TV Rochester, WAVE-TV WHAS-TV Louisville, WTVR (TV) Richmond and WSAZ-TV Huntington, W. Va. Agency: Mogge-Privett Inc., L. A.

AMUROL PRODUCTS Co., Chicago, will test new chlorophyll toothpowder with 15 minutes weekly participation in *Ruth Lyons Show* on WLWC (TV) Columbus, WLWT (TV) Cincinnati and WLWD (TV) Dayton for 13 weeks. Agency: James Frankel, Chicago.

IMPERIAL TOBACCO Ltd., Montreal (cigarettes), on Oct. 20 starts quarter-hour All-Canada Radio Facilities produced *Denny Vaughan Show* on 27 Canadian stations Mon. thru Fri. for one year. Agency: McKim Adv. Ltd., Montreal.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., to sponsor Douglas Fairbanks Jr.'s *International Theatre* in 19 markets. Series of 39 films is being produced in London by Dougfair Corp., and is available for local or regional sponsorship on television on syndicated basis. Agency: Lambert & Feasley, N. Y.

Network • • •

CLUB ALUMINUM PRODUCTS Co., Chicago, renews *Club Time*, Sat., 5:45-6 p.m. EST over ABC radio for 52 weeks, starting Nov. 1. Agency: Buchanan & Co., Chicago.

S & W FINE FOODS Co., S. F. (coffee, other products), added five Columbia Pacific Radio stations to current 14 CPRN station line-up of *Second Cup of Coffee Club*, Oct. 6. Contract for five times weekly quarter-hour program on 19 CPRN stations runs through April 29, 1953. Agency: Foote, Cone & Belding Inc., S. F.

HAZEL BISHOP Inc., N. Y. (No-Smear lipstick), will add sponsorship of Tues. and Thurs. portions of *Lorenzo Jones* on NBC radio, effective tomorrow (Tuesday). Advertiser previously sponsored Mon., Wed. and Fri. segments, will now be represented five times weekly. Agency: Raymond Spector Inc., N. Y.

Agency Appointments • • •

GODELL'S CURTAIN Mfrs., N. Y., appoints Dowd, Redfield & Johnstone Inc., same city. Radio will be used.

MANUFACTURERS BANK & TRUST Co., St. Louis, appoints Warner, Schulenburg, Todd & Assoc., same city.

CALAVA GROWERS, L. A., appoints Foote, Cone & Belding Inc., that city.

HOBERG PAPER MILLS, Green Bay, Wis., names Campbell-Mithun, Chicago, effective Nov. 15. Broadcast media being considered.

JOHN IRVING SHOE Corp., Boston, Mass., appoints Product Services Inc., N. Y. **LES L. PERSKY** is account executive.

Adpeople • • •

JAMES McCLELLAN to sales promotion staff, Kraft Foods Co., Chicago. **JAMES R. BLOCKI**, assistant to advertising and sales promotion manager, Nesco Inc., to Kraft's advertising department as assistant to **TED JEFFERY**, cheese products advertising manager.

ROBERT K. BYARS named assistant advertising manager of Standard Oil of Indiana, Chicago.

WALKER WAY named director of advertising and merchandising for Chrysler Div., Chrysler Corp. **JOHN H. CARON** is advertising manager.

JOHN H. BOYLE, director of TV, WAVE-TV Louisville, to Reynolds Metals Co., same city on advertising staff, in charge of radio-TV.

For many past favors, our thanks. For another 25 years of ever-growing service we pledge our constant endeavors:

KLRA
LITTLE ROCK
OUR 25TH YEAR
CBS

Anniversary!

ADMINISTRATIVE

J. N. Heiskell, President
H. B. Patterson, Jr., Secy.-Treas.
W. V. Hutt, General Manager
R. Joe Myers, Administrative Asst.
Eunice Moore, Bookkeeper
Millie Berg, Secretary
Betsy Laster, Receptionist

SALES—PROMOTION

Oscar Alagood, Local Sales Mgr.
Robert Hicks, Promotion Manager
Mina Owen, Traffic Manager
Jim Stuart, Salesman
Betty Baskette, Secretary

PROGRAM

Harris Owen, Program Director
Pat Watkins, Continuity
Jim Key, Announcer
Bob Hess, Announcer
Alvin Dent, Announcer
George Moore, Sports
Bob Parker, Music Librarian

NEWS

Mark Weaver, News Director
Gene Goss, Newsman
Randy Gover, Newsman

ENGINEERING

Kermit F. Tracy, Chief Engineer
Art Beem, Plant Supervisor
Ed Summers, Control Supervisor
Blande Perry, Engineer
Lowell Duty, Engineer
John Bailey, Engineer
Raleigh Wilson, Plant Protection
Vernon Gotcher, Control
Miles Waldron, Control
Lee Bryant, Control
Thad Wells, Control
Max Greene, Maintenance

From its birth as a 50-watt portable transmitter, then known as WLBN on 1470 Kc, whose first voice was heard at the state fair in Little Rock on October 6, 1927 . . . when it was purchased by Roy E. Steuber, still one of its stockholders, and made a permanent part of the business life of Arkansas . . . on through the summer of 1928 when it became known as KLRA with 500 watts power and a spanking new T-type antenna system . . . through the years of constant growth and increasing service to its community and state . . . until today, when it enters its twenty-sixth year of service to Arkansas and has become more than ever before "Arkansas's Listening Habit" . . . KLRA has ever had uppermost in its mind the one thought of SERVICE through a well rounded program of interest to all its listeners—urban and rural—and in keeping with its responsibilities. Conspicuous, we believe, has been our long association with Columbia Broadcasting System—since November 11, 1928—in bringing to the people of Arkansas the outstanding programs of this great network. Our association has been mutually pleasant and beneficial.

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

For the Complete KLRA Story, Ask any O. L. Taylor Office

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, **plus** Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington **regularly** featuring live music.

Participation in this choice time period (1:45 - 2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Hal's Beer amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" . . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

WBMS Boston is now operating in the black for the first time in six years.

In four months the station has increased its billings 70%. The number of sponsors is up over 100%. All this is in spite of a 25% rate increase and the normal summer business lag.

Managing Director Norman Furman, who took over as active head of the station last May, credits this remarkable about face to creative local programming.

When Mr. Furman began operating WBMS he made an intensive study of the 12 other stations, including four network and two TV, that served the listeners.

As the sixth manager for the station in five years he wanted to see for himself and was not ready to accept the advice of agency and advertiser people that he hire some good disc jockeys and attempt to appeal for audience on the same level as his competitors.

Anxious to carve a distinct niche for WBMS, he decided to attempt a station appeal to mature listeners, especially the housewife. A staff meeting agreed to institute a policy of sweet, soft music the majority of the time.

Programs such as *Music of Yesteryear, Journey Into Melody, Cupid's Corner* (program of music and poetry), and others were created. Since Boston is a city of culture with a keen appreciation for good music, *Saturday Symphony Matinee* and *Sunday Opera Matinee* programs were created.

FORMER Gov. Curley (c) signs contract with WBMS. He's flanked by Mr. Furman (r) and George Curley.

* * *

More and more of the station's news time was turned over to items of local interest. *Your City Today* is a regular program.

Contracts were signed with Boston's James Michael Curley, four-time Mayor and once Governor of Massachusetts, to do a father and son program with his son, George. The program went on the air on Father's Day, June 15, and the station received nationwide publicity. CBS-TV televised the first broadcast nationally. One network station carried the news in Boston on its news broadcast. Sponsors who had never considered WBMS

(Continued on page 46)

strictly business

Mr. KELLEY

. . . a Texan by adoption

W. E. KELLEY, commercial manager, KEYL (TV) San Antonio, was freshly discharged from the army in January, 1946, when he learned of an opening for a "continuity writer and exploitation man" with WHOT South Bend.

With a smile, Bill Kelley recalled that he honestly asked friends, "What the hell is continuity and exploitation?"

At the Indiana station, he learned quickly. Before long, the words, "continuity" and "exploitation" were an everyday part of his vocabulary. In addition, he was handling promotion and public relations.

In September 1947, he accepted a position at KFDA Amarillo, Tex. "It was my initiation and baptism to Texas," said Mr. Kelley, who now proclaims his enthusiastic loyalty to the Lone Star State.

"Upon arrival in Amarillo, and not until then, did I learn that I was sportscaster, newscaster and special events man. I had arrived Saturday night and the following

(Continued on page 47)

It's Coverage that Counts!

John Q. Cave was a man who knew the value of coverage. If his prospects didn't come willingly, he dragged them in from far off hills. WBRE's "ear-way" method of coverage that counts is far more genteel yet the results are similar. . . . We always get our prospects and turn them into satisfied customers. Want to buy some of this rich, reliable manufacturing and mining market?

Headley-Reed, Representative

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE

XUM

open doors . . .

WELCOME
H-R
H-R

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION
REPRESENTATIVES, INC.

405 Lexington Ave., New York 17, N.Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Ill.
RAndolph 6-6431

And on the West Coast:

6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480
Harold Lindley, *Vice President*

110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407
James Alspaugh, *Manager*

Advertisers and advertising agency people are unanimous in saying that the Welcome Mat is always out for the salesman who brings helpful information and who presents it capably and intelligently.

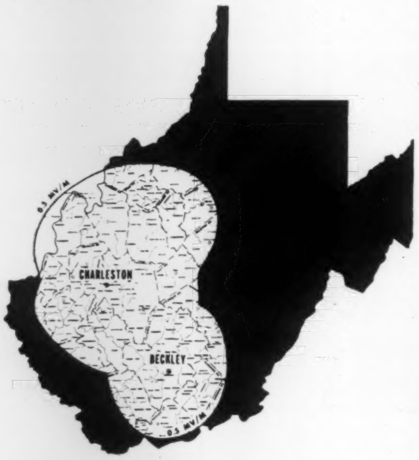
That is one of the reasons why H-R men find so many Open Doors. The youngest man in the H-R organization has had at least ten years of sales and advertising experience. And from a minimum of ten years, the years of experience range up to thirty.

H-R men know their business; they know the facts about the stations on their list and they can meet advertisers and agency executives on grounds of equality.

It is not difficult to understand — the more Open Doors, the more national spot billing for AM and TV stations. It pays to send a MAN to do a MAN'S work.

one low rate "corners" this

great West Virginia Market



Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION	992,994
TOTAL FAMILIES	250,337
RETAIL SALES	$543,571,000
FOOD SALES	$111,735,000
GENERAL MERCHANDISE SALES	$80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES	$29,969,000
EFFECTIVE BUYING INCOME	$965,894,000

Source — U.S. Census and BMB Survey, 1950

POWER	Two power-packed stations to provide a double "knockout" punch . . with FM for good measure.
PROGRAMMING	The best in ABC and CBS network radio, plus a local flavoring of programming and news.
PROMOTION	Publishing monthly audience-building consumer magazines to help promote your program and product.
EXPERIENCE	Operated jointly and staffed by competent, capable personnel who live . . and love . . radio.

it costs less when you use "Personality"

WJLS
WJLS-FM
BECKLEY—560 KC
CBS Radio Network Affiliate
1000 W DAY • 500 W NIGHT

WKNA
WKNA-FM
CHARLESTON—950 KC
ABC Radio Network Affiliate
5000 W DAY • 1000 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by WEED & CO.

open mike

Marketbook

EDITOR:

I should have acknowledged the Marketbook . . . long ago. But, as you know, August and September are busy days . . .

Your people seem to have done a good solid job. Any time you need to refer to it, drop in. It will be on the shelf behind my desk, and handy . . .

Frank Silvernail
Radio-TV Timebuying Mgr.
BBDO
New York

* * *

Guidebook

EDITOR:

In the handy and useful article department, "TV Goes Nationwide" takes first prize. . . .

Walter E. Wagstaff
General Manager
KIDO Boise, Ida.

* * *

EDITOR:

We would appreciate your sending us 10 copies of the booklet containing the complete situation report on post-thaw television. We would appreciate your rushing these 10 copies to us. . . .

Dorothy Warga
Mathisson & Assoc.
Milwaukee

* * *

EDITOR:

Thank you for your TV Guidebook.

During the past 25 years I have seen a fair number of other industry publications doing what was and is considered a good job in their fields, but your efforts top them all.

You continue to amaze me with your ability to deliver bonus value after bonus value, and I am grateful for the vast fund of information you place at my disposal.

There's no other like you, so long may you prosper.

Thomas J. O'Brien Jr.
President
American National Video Productions Inc.
Chicago

* * *

EDITOR:

Thanks so much for the valuable TV booklet. As usual you do the things your readers want—the unusual to others. . . .

Harry C. Wilder
President
WSYR-AM-FM-TV
Syracuse, N. Y.

* * *

EDITOR:

. . . If someone hadn't made a mistake and left a copy of "Guidebook to Expansion of Television Facilities" on their desk I would never have known about it. Doesn't anyone below the rank of manager rate one of these excellent presentations of the TV allocation picture? . . .

My congratulations to BROADCASTING • TELECASTING for the superb job it's doing keeping abreast of the rapid growth of the industry.

Armine H. Wood
Announcer
WFLB Fayetteville, N. C.

[EDITOR'S NOTE: The Guidebook, a special status report of television applications, grants and processing lines, was published in a limited edition which, of financial necessity, could not be generally circulated. A few copies are available at $1 each.]

* * *

Business Book

EDITOR:

We want to compliment you and your staff on publishing "Businesses Built by Radio." We think this is one of the finest issues that has come our way in a long time.

If extra copies are available, would you please send us 100. . . .

Phil Jackson
General Manager
KWCO Chickasha, Okla.

[EDITOR'S NOTE: A limited supply of the success story brochure published several months ago is still available: 25 copies, $7.50; 50 copies, $15; 75 copies, $20; 100 copies, $25.]

* * *

Ugh, Uhf

EDITOR:

[There was] a mis-identification given television station KBTV (TV) Denver on page 118 of the Sept. 29 issue of BROADCASTING • TELECASTING.

In a brief story there, the station was labeled a uhf station (along with another uhf operation) and the channel number was not given.

KBTV is, of course, a vhf grant on Channel 9, and the station, along with Free & Peters, is extremely anxious that full recognition of the fact be made. . . .

Lorin Myers
Free & Peters
New York

[EDITOR'S NOTE: KBTV is herewith restored to its proper place in the spectrum with B•T's apologies for having taken• it out of vhf.]

* * *

Posy

EDITOR:

. . . You and your staff are doing a very able job—and a very fair one—in covering the television industry.

Sy Weintraub
Vice President
Motion Pictures for Television Inc.
New York

WGN

50,000 Watts
A Clear Channel Station

NOW OFFERS MORE FOR LESS

ONE RATE from 7:00 A.M. to 10:30 P.M.

EFFECTIVE NOVEMBER 1, 1952

NOW, more than ever before, WGN is the greatest buy in the Middle West:

	*Radio Homes In WGN's Coverage Area**	*Homes Available Per Dollar***
Six Years Ago	3,761,000	4,178
One Month Ago	5,079,000	5,643
NOVEMBER 1	5,079,000	11,287

This means, as of November 1, you can reach 7,109 more homes per dollar than you could six years ago, and 5,644 more homes than a month ago...WGN, the BEST advertising buy in the Middle West.

**Nielsen Radio Index* ***Based on Class A, 1 time, hour rate*

A Clear Channel Station...
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peachtree Street
Chicago — 307 N. Michigan Avenue • San Francisco — 625 Market Street

Completely

RCA
Television

New accessibility puts every component at your fingertips. One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.

New!

RCA TV CAMERA

Here is the all-new TV camera the industry is talking about. The camera the leading networks are planning to use in their new Hollywood studios! The camera which will be used in most of the new stations this year—and next!

Leading network engineers (after careful tests) have proclaimed the TK-11A the finest camera ever produced, easiest in the world to handle, and the simplest one to get at.

The TK-11A has all the proven performance of the world-renowned RCA TK-10—plus these new features:

NEW **7-inch viewfinder picture tube produces larger, brighter, and sharper pictures to help the cameraman.**

NEW **plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!**

NEW **fixed-position alignment, coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!**

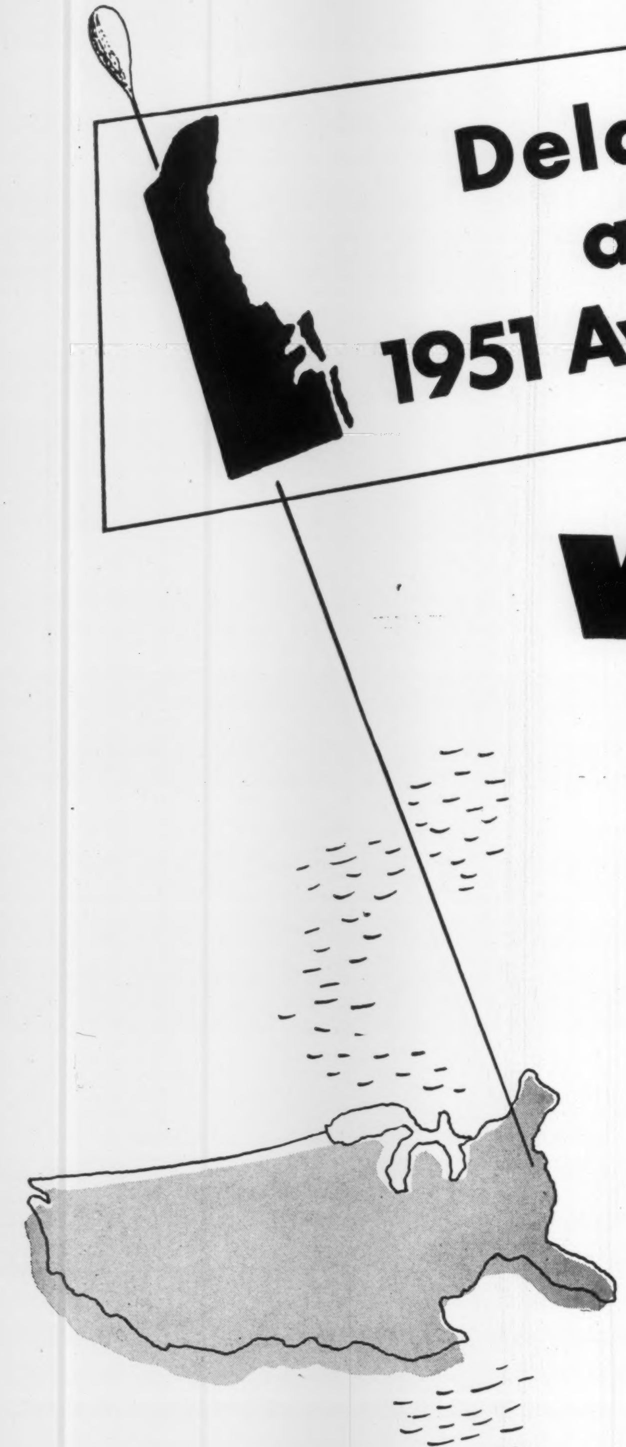
NEW **plug-in blower for cooling the deflection coil and the Image Orthicon!**

NEW **electronic-protection system guards your Image Orthicon against deflection failure, or loss of driving signals.**

NEW **"overscan" control takes burden off Image Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pick-ups.**

For complete information on the TK-11A,
call your RCA Broadcast Sales Representative.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**



Delaware Tops all U. S. in 1951 Average Income*

WDEL

AM · FM · TV

TOPS

all stations in this

richest market.

Let it sell your

product effectively,

economically.

Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

*Figures released August 1952 by U. S. Dept. of Commerce.

BROADCASTING

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SPOT-NETWORK COMPETITION

Both Claim Advantages

RADIO's fight for the advertising dollar is getting brisker, intramurally as well as with rival media.

In one of the latest developments, network salesmen were reported last week to be concentrating fire on spot radio with the argument that, commercial for commercial, the advertiser gets it cheaper on the network.

One advertiser reported, on the basis of his own experience, that networks are stressing the low-cost theme to such an extent as to appear to be competing—or trying to compete—more with spot radio than with newspapers, magazines, or even television.

Comparative figures indicate that, especially with the approximately 25% reduction in nighttime costs just effectuated by CBS Radio, NBC and ABC, the dollar costs of the commercial on network radio and of the commercial placed on a national spot basis are generally competitive.

The "average" cost of a commercial placed on a spot basis in all of the approximately 1,200 radio markets of the country, according to the Station Representatives Assn. (formerly NARTSR), comes out to a little more than $7 per daytime spot per station, and about $13 per evening spot. This assumes the use of one station in each of the 1,200 markets and the use of the highest-priced station in multi-station markets.

Per-Station Cost by Networks

NBC authorities reported, as a "typical" case, that a quarter-hour evening strip on the network's 199 stations would cost, say, $30,000 a week—which would figure down to about $10 per commercial message per station. This is based on three commercials per quarter-hour, or 15 per week.

At CBS Radio, where the same weekly figure—$30,000—was given for a typical evening quarter-hour strip, the cost per commercial message would be slightly higher because slightly fewer stations are involved—193 as against 199 at NBC. The six-station difference would add approximately 30 cents to the per-commercial per-station cost on CBS Radio.

These "typical" cases, officials said, reflect the recent reductions of approximately 25% in evening time charges. But in daytime periods, where costs were raised slightly, they also cited low "costs per commercial" through the sponsorship of network shows.

A "typical" NBC example was described as a quarter-hour strip costing around $18,500 per week. This cost, it was said, would average out to $6.17 per commercial message per station.

Approaching the question from another angle, NBC authorities said a weekly evening half-hour show costing $12,000 for the full network would average down to about $20 per commercial per station.

The network emphasis on cost-per-spot drew, naturally, a quick retort from national representation organizations.

Tom Flanagan, managing director of Station Representatives Assn., stressed the flexibility and local appeal and sales pull which he said are natural advantages of spot broadcasting over network broadcasting.

Cites Pin-Point Placements

The advertiser who has to buy an "arbitrary network," he said, must buy markets which are not necessarily productive for him, whereas in spot the sponsor can pick both the markets and the time of broadcast which are most suitable for his product.

Additionally, Mr. Flanagan said, spot radio advertisers can employ local shows — newscasts, disc jockey programs, farm shows, participation programs—with established and known appeal to particular audiences.

He also called attention to widespread use of spot by major advertisers—citing especially Ralston-Purina's use of 563 stations in a single campaign; B. C. Remedy Co.'s use of 550; Lipton iced tea, 367, and Dodge automobiles, 426.

The president of a leading representative company meanwhile pointed out that the network advertiser must use that network's affiliate even though it may rank third, fourth or fifth in its market and a competing advertiser may be using a more popular station there.

"Further," he said, "network costs to the advertiser are on the basis of the rank of the town and not according to the sales draw of that town for that type of product. For example, laxatives do not sell exceptionally in the Northeast but do in the South; yet the network advertiser is compelled to advertise more in the comparatively barren markets than in the smaller but more fertile ones."

RADIO-TV VOTE-GETTING

AHF Lauds Aid

RADIO and television, hardest-hitting of the advertising media, are receiving a major share of the credit for the fantastic increase in registration of voters.

American Heritage Foundation, civic groups, voters and even the nation's largest newspaper started paying tribute last week to the electronic media for their dominant part in what is termed the greatest citizens promotion campaign in history.

The tributes are just starting to reach the foundation and NARTB, coordinating their forces in the register-vote effort. Latest facts on registration will be learned this week when NARTB conducts a telegraphic poll of its register-vote committees in all states. Then the registration story will be told in complete form Oct. 21 by the foundation.

With the registration phase of the campaign about complete, preliminary results point to at least a 15% increase in registration. It may run much higher.

The electronic media are now tooling up for the final phase of the record promotion—an all-advertising drive to bring out a record vote Nov. 4.

Evidence keeps piling up at AHF headquarters that radio and TV have done the major part of the work thus far. They have been pouring out messages, programs and stunts since last March, and have far outstripped other media in their efforts to boost registration.

Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt and foundation president, said Friday:

> **History's greatest citizen action program — the national nonpartisan register-vote campaign—is now entering the final phase. Over 50 great national organizations with 26 million members have been enlisted.**
>
> **With registration across the nation running far ahead of previous years, the foundation is convinced that a major share of the credit for its success should go to the NARTB and to radio and television as a whole.**
>
> **Millions of new registrations have been swayed to action through information campaigns of radio and television and by the spreading state and neighborhood activities of the NARTB.**
>
> **Look at the latest figures—Philadelphia, 90% registration; Cleveland 87%; Kansas City 72%; New York, breaking all records.**

Clyde Vandeburg, AHF executive director, said:

> **The NARTB assumed the gargantuan task of establishing working committees in every state in the union. Under the leadership of state chairmen, NARTB added working participants from the national organizations supporting the drive. Many of these committees are working under direct executive orders and proclamations from governors in carrying forward state drives for peak registration and voting.**
>
> **If the goal of 63 million votes is achieved Nov. 4, a lion's share of the credit must go to the national effectiveness and the local action of radio and television, working through the NARTB.**
>
> **There's never been anything like it. Behind all these activities are the NARTB officials and the cooperating committeemen who made it roll.**

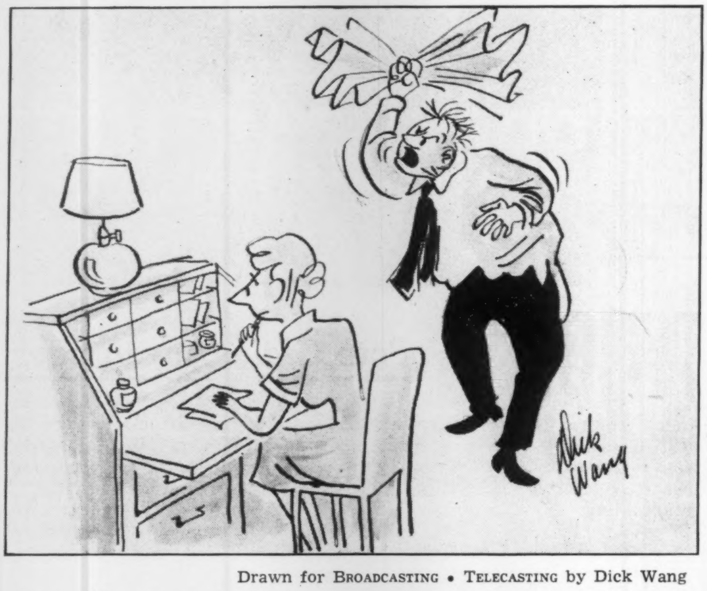
A survey conducted last week by the *New York Daily News* was summarized in the newspaper's Friday edition this way:

"There is little doubt about it, the record registration toward which New York City is rolling must be credited in part to television. TV, it is apparent from a survey conducted by the *News* yesterday, has brought the candidates and their issues into the voters' laps. The citizens, informed and misinformed as never before, are ready to act."

Individual comments in the survey frequently mentioned TV. The *News* found 62% of the phone subscribers polled had registered, another 35% intended to sign

(Continued on page 90)

XUM



Drawn for BROADCASTING • TELECASTING by Dick Wang

"I like Schmid's meat balls because my wife spent the whole week's allowance for a case of them so she could enter your contest. . . . It's either like them or starve to death."

4 A's MEET

'Big Job Ahead' Pacific Theme

BEARING the theme, "How to Get Ready for Advertising's Big Job Ahead," the three-day annual meeting of the Pacific Council of the American Assn. of Adv. Agencies starts today (Monday) at the Arrowhead Springs Hotel, San Bernardino.

Frederic Gamble, president of AAAA, as featured speaker will start the sessions with an elaboration of the convention's theme, this morning.

Scheduled to address the luncheon meeting is Mrs. Marjorie Child Husted (Betty Crocker), head of the Minneapolis home service consulting firm bearing her name.

Other speakers and their topics at today's sessions are: J. Paul Hoag, president, Hoag & Provandie Inc., Boston, and AAAA national director, "How to Utilize the Four A's in the Big Job Ahead"; T. T. McCarty, president, McCarty Co., Los Angeles, "Personnel in the Big Job Ahead," and Lawrence Valenstein, president, Grey Adv. Agency Inc., New York, on the subject "The Importance of Ethics in the Big Job Ahead."

Advertising in Chicago

Tomorrow morning meetings will be in charge of Arno H. Johnson, vice-president in charge of media and research, J. Walter Thompson Co., New York, who will discuss advertising's role when the economy shifts from defense to civilian production.

Other speakers are Arthur E. House, partner, House & Leland, Portland; Earle Ludgin, president, Earle Ludgin & Co., Chicago, and Sherwood Dodge, vice-president, Foote, Cone & Belding Inc., New York.

John P. Cunningham, executive vice-president, Cunningham & Walsh Inc., New York, is slated as tomorrow's luncheon speaker.

A radio panel tomorrow afternoon will be conducted by Glen Jocelyn, copy consultant for Foote, Cone & Belding Inc., Los Angeles, and a television panel, Cornwell Jackson, vice-president, J. Walter Thompson Co., Los Angeles, presiding.

Wednesday speakers are C. L. Fitzgerald, chairman, Dancer-Fitzgerald-Sample Inc., New York; John M. Willem, vice-president, Leo Burnett Co., Chicago, and L. E. Townsend, vice-president in charge of advertising, Bank of America, San Francisco.

Carl K. Tester, president of Philip J. Meany Co., Los Angeles, and chairman of the Pacific Council, is to preside over the Pacific Council sessions.

DC&S NAME CHANGED

To Include Steers

DOHERTY, Clifford & Shenfield Inc. has changed its corporate name to Doherty, Clifford, Steers & Shenfield Inc., New York, effective immediately.

Mr. Steers

William E. Steers, who was one of the founders of the agency in 1944 as vice president and secretary, has been elected executive vice president, simultaneously with the announcement of the inclusion of Mr. Steers' name in the title of the agency.

LENNEN & NEWELL

To Be Launched Tomorrow

THE ADVERTISING agency firm of Lennen & Newell Inc., succeeding the 28-year-old firm of Lennen & Mitchell, will be launched officially tomorrow (Tuesday).

Mr. Newell

Mr. Lennen

Mr. O'Meara

Mr. Toigo

In announcing details at a news luncheon last week in New York, Philip Lennen, chairman of the board of directors, said that "since our new set-up got going last June . . . we have added 10 million dollars in billing." Thus, the new agency will start off with 30 millions in billing.

Other officers of the company are: H. W. Newell, founder, president and chief executive officer and previously a partner of Geyer, Newell & Ganger; Adolph Toigo, executive vice president and general manager; John McQuigg, executive vice president in the Detroit office; Walter Swertfager, senior vice president and chairman of the executive committee; Walter O'Meara, senior vice president and executive director of all creative departments; Nicholas E. Keesely, vice president and radio and TV director; Peter V. Keveson, vice president and radio and TV copy chief.

About 50% of the agency's billing is in radio and television, Mr. Newell said. He emphasized the agency's faith in its personnel.

Mr. Lennen said that in serving any advertiser the agency would follow four elemental steps:

(a) Determine what the consumer wants most in the advertiser's type of product; (b) determine whether these advantages are already present in the advertiser's product; (c) if not, determine if it is practical and economical to incorporate these wanted advantages; (d) tell the story of these consumer-desired merits of the product interestingly and factually without relying on mere clever words and witty slogans.

Firm's Accounts

Accounts represented by Lennen & Mitchell at the time the new firm was announced May 20 were: Atlantis Sales Corp., Calvert Distillers Corp., Colgate-Palmolive-Peet, Dorothy Gray, Lehn & Fink Products Corp., P. Lorillard Co., Jos. Schlitz Brewing Co., Scripps-Howard Newspapers, Swedish-American Line and Tide Water Associated Oil Co., all of whom will continue to be served by Lennen & Newell. In the past four months, the following accounts joined Lennen & Newell: The Carlton House, Chicopee Mills Inc. Lumite Division, Emerson Drug Co., P. Lorillard Co. (Embassy cigarettes), Joseph Schlitz Brewing Co. and United Aircraft Corp.

In a full page advertisement in the *New York Times*, the agency is announcing its accounts. The ad starts off with the question: "What's really new about Lennen & Newell?"

It goes on to explain about the agency's people, its staff, and its purpose.

The ad concludes with the following:

> Although our annual billing of over $30 million puts us in the top 15 agencies, we have no insurance or institutional business. No automobile or household appliance business. No soft-drink business. No soap business, and only one food account. . . . Some day, of course, we would like to be represented in each of them. Right now, however, we are busy absorbing the $10 million new billing acquired in the last three months. We are not looking for new business—and, as a matter of fact, will not be for the next six months.
>
> In the meantime, if you should want to learn more about us as a matter of general interest, we should be happy indeed to meet with you.

The ad was read to newsmen at the inaugural lunch by Mr. McQuigg.

Drake Participations

DRAKE AMERICA Corp. (Rowntree's Dairy Box Chocolates), New York, through Abbott Kimball Co., that city, buying radio and TV campaign using three participations weekly on the Dione Lucas WJZ-TV New York show and two participations on the Marjorie Mills radio hour on the New England Network, starting mid-October.

ABC Buys 'Millionaire'

SALE of radio and television versions of *Live Like a Millionaire* to ABC was announced last week by Masterson, Reddy & Nelson, New York, package producers. Radio show will begin Nov. 3 on Monday through Friday basis, 11-11:30 a.m. EST, as part of ABC's Pyramid sponsorship plan while the video version will premiere this Saturday (7:30-8 p.m. EST) under the sponsorship of Charles Antell Inc., Baltimore.

MERRILL POST

Election Is Key to Permanency

MBS board chairman and president, Thomas F. O'Neil (l), is congratulated by J. Robert Cooper, conference chairman of the American Trucking Assn. convention, after Mr. O'Neil's address, "Wavelengths and Wheels," was delivered Oct. 6 at the New York convention.

[*See* Our Respects To, *page 60*]

BY LATE Tuesday this week FCC once again will be operating with a full roster of Commissioners as Eugene Hyde Merrill, Democrat of Utah, takes the oath of office. A recess appointee of President Truman, he will fill out the unexpired term of Robert F. Jones, the former Republican Congressman from Ohio who resigned from the FCC a few weeks ago to enter private law practice [B•T, Sept. 22].

The name of Mr. Merrill—a man whose engineering background includes communications, electronics, allocations and administrative regulation — was announced by the President on Monday while making a speech in behalf of Democratic nominee Adlai Stevenson at Brigham Young U., Salt Lake City.

Most Likely Prospect

Mr. Merrill a few days previously had emerged as the most likely prospect for the Commission post when it was learned that President Truman planned to fill Mr. Jones' term, which runs to June 30, 1954 [B•T, Oct. 6]. Earlier, a number of other names had been in the forefront, including those of William P. Massing, FCC Assistant Secretary, and General Counsel Benedict P. Cottone, among others outside the Commission.

The new Commission appointee expected to finish his duties last week as director of the Materials Branch, Office of Program and Requirements, Defense Production Administration. He will take the oath of office at FCC on Tuesday at 4 p.m. Mr. Merrill is to take over the offices vacated by Mr. Jones.

Ex-Comr. Jones now is a senior partner with the Washington radio law firm of Scharfeld, Jones & Baron in association with Arthur Scharfeld and Theodore Baron. Mr. Scharfeld is president of the Federal Communications Bar Assn.

FCC's Political Complexion

The Merrill appointment changes the political complexion of the Commission to Democratic—four Democrats to two Republicans and one Independent. Previously it had been three each for the two major parties, plus one Independent, Comr. E. M. Webster. FCC now has its legal quota of Democrats.

Chairman Paul A. Walker, Comrs. Robert T. Bartley and Frieda B. Hennock are of the Administration's party, while Vice Chairman Rosel H. Hyde and Comr. George E. Sterling are Republicans.

FCC, however much subject to top-level turnover in the past, today stands no more near a "fixed, firm and final" stewardship. This is an election year. FCC's political complexion in the new year will depend in great measure upon the outcome of the vote on Nov. 4. The future FCC tenures of both Chairman Walker and Mr. Merrill hinge most of any on the Commission at this time upon the fate of politics.

Walker's Status

Chairman Walker now is serving past the normal retirement age upon the request of the President. He is 71. The sole veteran Commissioner at the present time—he has served since 1934, having been appointed to FCC initially by the late President Roosevelt—Chairman Walker, according to precedent, would be replaced by a Republican should Gen. Eisenhower win the election.

In any event, should the present Administration continue in office through the election of Gov. Stevenson, it generally is believed that Chairman Walker, in view of his many years of service, may choose to withdraw from active public life in the near future. His present term will expire June 30, 1953.

Chairman Walker was named to the top FCC post earlier this year upon the resignation of Wayne Coy, who became consultant to Time Inc. and acquired a part interest in KOB-AM-TV Albuquerque. Mr. Coy is manager of the KOB properties, now owned 50% by him and 50% by Time Inc. The former FCC chairman first had assumed duties on the Commission in late 1947.

The successor to fill out Mr. Coy's unexpired term on the Commission is Comr. Bartley, nephew of Speaker Sam Rayburn of the House. The term runs through June 1958. Comr. Bartley was named by President Truman at the time of Mr. Coy's resignation and Comr. Walker's elevation to the chairmanship [B•T, March 3].

Mr. Merrill's tenure at FCC runs at least until Congress convenes in January. As a recess appointee, his name at that time must go before the Senate for formal confirmation.

At such time, should the Republicans be in power, it is presumed another name—that of a Republican—would be sent to the Senate to restore the political balance of the regulatory agency. However, should Gov. Stevenson gain the White House, he similarly, at the time for formal confirmation, could submit another name. But this is considered unlikely since Mr. Merrill is President Truman's choice and the appointee by his own admission is an admirer of the President and a staunch supporter of the present Administration. In the light of Mr. Merrill's experience in several fields analagous to his prospective FCC duties, it is felt the Democratic Presidential

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COMPATIBLE COLOR

Next Summer—Loughren

AN IMPROVED "compatible" color television system developed by National Television Systems Committee will be ready for submission to the industry and FCC next summer, according to A. V. Loughren, Hazeltine Electronics Corp., speaking at the 72d semi-annual convention of the Society of Motion Picture & Television Engineers.

Mr. Loughren is chairman of the Color Video Standards panel of NTSC but told engineering delegates at their week-long Washington, D. C. convention that he was speaking as an individual and not in a committee capacity.

Herbert Barnett, assistant to the president of General Precision Equipment Co., was elected SMPTE president. He succeeds Peter Mole, of Mole-Richardson Co.

Describing progress of NTSC's long-range color TV project, Mr. Loughren said the committee has been testing signal standards developed a year ago. The all-electronic compatible system produces "an entirely adequate signal for commercial broadcasting as it stands," he added, but tests show minor improvements are still possible.

The NTSC standards have been described as closely related to the all-electronic system developed by RCA.

Testing is now underway to determine if more improvement can be made, and how, according to Mr. Loughren. When these have been completed, different types of tests will be made by an objective group within the committee which will serve as a self-checking organization.

One NTSC group has developed the standards by research, with another conducting neutral tests and criticizing. When these are complete the NTSC project will be submitted to the industry with recommendations.

Next step will be to ask FCC to reopen the color television case. This will be done by an individual company or group, it is believed, since NTSC is not considered a party in interest.

Progress Made

Progress has been made in fitting the color signal into the 6 mc band width, according to Mr. Loughren. He said sharpness of the color image depends principally on brightness information rather than color difference, showing illustrations to bring out the point.

RCA and Bell Laboratories have worked out ways to conserve spectrum space in color transmission, using some of the black-and-white band width for picture information, he said. The color information, he explained, is fed into unused space between components in the black-and-white signal. By this means the 4 mc portion of the TV channel is considered adequate for the color job.

Referring to theatre television, Mr. Loughren said one type of apparatus appears to provide a better color image than others. System considerations are more important from a long-range viewpoint than apparatus, he added. He suggested the theatre industry make sure the system adopted is not one that has inherent limitations. Sequential systems require transmission of twice as much information as simultaneous systems, he said, to provide an image of comparable quality, thus using up more spectrum space. The Eidophor system has drawn favorable comments from theatre operators who have seen it in action.

The SMPTE meeting opened Monday at the Hotel Statler, Washington. The agenda included nearly 100 papers on TV, motion picture, film, high-speed photography and related fields.

The Signal Corps demonstrated a mobile TV system housed in four busses. Sgt. John S. Auld, of Mineola, L. I., video superintendent, described the system to the convention. While a pre-recorded tape continued his address, Sgt. Auld went down to the mobile unit outside the hotel. The tape was stopped and he continued his address via a television signal picked

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A CASUAL request by a WEMP disc jockey has led to one of the most successful local morning shows in the country. Every Milwaukee listener now knows THE COFFEE CLUB which has boosted WEMP's morning audience 146% in a little more than three years. Furthermore, there's a waiting list of eager would-be sponsors.

WEMP's MORNING 'COFFEE CLUB'

Boosts Audience 146%

WOULD YOU:

—Like to boost your morning audience 146% in a little over three years?

—Enjoy having your station referred to as the leading "food" station in your area?

—Be interested in an "early morning show" that is sold out with a long list of eager sponsors waiting to snap up the first vacancy?

If the answer is "yes" to any, or all, of those three questions it will be worth your while to read about a disc jockey called "Coffeehead" Larsen. He is heard each morning from 6:00 to 10 a.m. on WEMP Milwaukee.

Early in 1949 a young deejay on WEMP remarked over the air that it would be a nice thing if he had a hot, steaming cup of coffee.

Maybe he didn't realize at that time the full power of radio, but he soon found out. The next day's mail brought several pounds of coffee, some coffee pots, six tin cups and one made of china.

Bob Larsen was quick to get the idea. He installed a hot plate near the microphone, perked fresh coffee several times each morning, and drank it while spinning records and giving time, temperature, weather and news reports. The show was given a new name: *The Coffee Club*.

That gave the listeners more ideas—they began calling him "Coffeehead," a name that has stuck to this day.

Young Larsen continued to develop the idea. He invited Mrs. Schulz and Mrs. Michalski to sit down at the kitchen table and have a cup of coffee with him as he drank his in the studio. He created a "homey" informality that pleased and attracted listeners.

Up until this time the commercials on the Larsen program were whatever the station could sell—a usual cross-section of local and national advertisers.

One day, Tom Dyson, account executive of WEMP, got a call from a salesman for a coffee concern which was interested in the brand of coffee Larsen was drinking. He was willing to furnish him with a year-round supply, free, for a plug. Mr. Dyson was too smart for that oldie and informed the chiseler that WEMP time was for sale at card rates.

But the call set him thinking. He began searching for a sponsor who would "tie in" with the *Coffee Club* idea.

Mr. Charles Wantz, of E. R. Godfrey & Sons Co., Independent Grocers Assn., wholesale supply depot, was the first to go on a definite schedule when he bought six one-minute announcements per day.

This was in August. Mr. Wantz told WEMP that he had never used radio before and looked upon the idea strictly as an experiment. In six months the schedule was doubled, using the original six for coffee and the additional half dozen for other IGA products.

Mr. Wantz was so pleased with results and with the increasing popularity of the program that when IGA began, early in 1950, to convert to super market type stores, he requested Mr. Larsen to make personal appearances at each opening and emcee the ceremonies. A nominal fee was charged by the station for this service.

About this time the IGA spot announcements were converted, at the station's suggestion, to exclusive sponsorship with the grocers taking three 10-minute segments Monday through Saturday. Listening had been increasing so rapidly that the show, which until this time had been from 6:30 to 9 a.m., was increased to four hours, 6-10 a.m. each week-day.

* * *

THE connection between the Godfrey firm, station executives and Mr. Larsen has become closer each year. Hugh K. Boice, WEMP manager, explains that "all WEMP announcers are hired on their sales ability. Their approach to the listeners must be informal, down-to-earth and friendly."

In line with that policy, Mr. Larsen's handling of commercials is informal and friendly in manner. He is given a free hand to interpret as he pleases and never reads them verbatim.

He meets with Godfrey executives at 2 p.m. each Tuesday to go over advertising plans for the future and review results. "In effect," Mr. Larsen says, this type of contact, "creates a closer relationship between the announcer, the sponsor and the product. The Godfrey sales executive sells me on the product directly. I also test each product personally before talking about it on the air."

Each year on the last Sunday in May the IGA "family" of about 5,000 people gathers in the Milwaukee Auditorium. Mr. Larsen passes out coffee and personally meets each of the 450 IGA store owners in the state. This year D. J. Godfrey, board chairman of the firm, told store owners that in "the previous 17 months the IGA organization in southern Wisconsin has increased its annual sales potential by 19.6 million dollars."

This increase is credited to the long-range program of conversion to super markets which has been undertaken since the firm started using the radio program. Each of the markets is independently owned, a fact Mr. Larsen stresses in his patter.

All 203 IGA stores in the WEMP primary area have their radios tuned to the station and Mr. Larsen continually salutes individual stores. He asks supervisors to check listenership in the stores while he is on the air.

Each day one IGA store proprietor is given special mention as "The Store Proprietor of the Day." His name, store, address and phone are repeated six times during the program.

During the years Mr. Larsen has visited each of the 450 IGA stores.

During his recent appearance at

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CHARLES WANTZ (l), of E. R. Godfrey & Sons Co., supply depot for the Independent Grocers Assn. of Wisconsin, helps himself to a cup of coffee during the annual IGA store owners meeting. "Coffeehead" Larsen chats with an independent grocer and his family.

XUM

POLITICALCASTS

Congress May Restudy

PROSPECT that the 83d Congress will be asked to overhaul current campaign procedures and reappraise political broadcast problems was held out last week.

Signs pointing in that direction were seen in the wake of FCC's rejection of a National Volunteers for Stevenson request that the Commission probe the $2 million "blitz" spot drive assertedly planned for Gen. Dwight Eisenhower [B•T, Oct. 6].

In rejecting the petition, the Commission said, however, it "will consider any specific information you are able to supply with respect to Communications Act requirements, but suggest that Corrupt Practices Act matters would more appropriately be pursued with the Dept. of Justice."

Letter to Ball

FCC's reply was contained in a letter from Chairman Paul A. Walker to George W. Ball, executive director of the volunteers group, which had filed the original protest from Springfield, Ill., the Stevenson campaign headquarters.

Collateral developments on this phase of the political broadcast issue were reflected elsewhere—in Denver where Sen. Edwin C. Johnson (D-Col.) lent his support to the Democratic Party cause, and on Capitol Hill where a Senate subcommittee moved quietly to elicit information from radio-TV stations on their political time practices.

There also was evidence that NARTB and the Justice Dept. might be drawn into the controversy, which involves the equal time provisions of Sec. 315 of the Communications Act. Whether the volunteers organization would file a complaint with the Justice Dept. was not known.

In his reply to Mr. Ball, a Washington attorney who sparked the volunteers' action with an attack on "high-powered hucksters" in GOP ad ranks, Chairman Walker said the Commission had "no specific information on the existence of the plan . . . or the participants, if arrangements have been made." Chairman Walker stated:

> **In the absence of such information, including the names of any stations which may be involved, and what steps, if any, have been taken on behalf of your candidate to secure a share of such time as may become available, we can make no determination as to whether any violation of Sec. 315 . . . will occur. That section GENERALLY requires that a broadcast licensee afford equal opportunities to legally qualified candidates. . . . [Note—Capitalization for emphasis supplied.]**

Mr. Ball had asked FCC to publish names of "all sponsoring corporations which have agreed to take part in this scheme, as well as the names of all radio and TV stations participating." He charged that corporations "control the best hours" of time and that the Eisenhower radio-TV spots were to be obtained "by getting national advertisers to surrender their spots for. . . three weeks." With the GOP drive organized, he said, Republicans could obtain "the lion's share of good time."

Calls Conference

Within 72 hours after filing the protest, Mr. Ball called a news conference (Oct. 5) in Springfield to discuss the GOP saturation spot campaign, which responsible ad agency authorities previously had discounted as inoperative, including the $2 million figure. Once again he referred to "secret negotiations," suggesting collusion between advertisers and the broadcasting industry.

Mr. Ball said the volunteers had asked the Senate Interstate & Foreign Commerce Committee, as well as the FCC, to investigate the plan, although there was no indication the committee formally had been asked to do so.

Mr. Ball repeated his charges last Thursday, claiming that three advertising agencies had been asked to prepare the blitz—presumably referring to Kudner Inc., BBDO and Ted Bates & Co. He charged that Democratic "disclosure" of GOP plans had "greatly embarrassed" Republican leaders. Despite their denials, he added, they are speeding up their spot plans.

"We know they are asking some of the largest advertisers in the country to release some of their choice advertising time," Mr. Ball said.

He also sent out thousands of telegrams seeking radio-TV money on behalf of the Volunteers for Stevenson. The Citizens for Eisenhower Committee is embarked on a similar drive.

Mr. Ball also dispatched a copy of the protest to Justin Miller, NARTB board chairman and general counsel, with a note intimating that the plan may suggest "ethical considerations you may wish to examine."

President Harold E. Fellows commented during the District 5 meeting at Atlanta, Ga., that the purported plan was "perfectly ethical" providing equal time is made available to both parties. He urged broadcasters to exercise caution in handling political time (see separate story).

Sen. Johnson, chairman of the Senate Commerce Committee and perennial watchdog over FCC operations, reportedly had informed Mr. Ball that the Commission is "duty bound by law" to inquire into the plan.

"If the facts show that such a program is proposed and that it will monopolize the radio and TV time during the last days of the campaign this would be in direct conflict with the spirit, if not the letter of the Communications Law," he asserted.

He continued:

> **Because large groups and individuals contribute huge sums of money, enough to underwrite or corner most of the time on radio and TV during the last days of the campaign, this does not automatically give such an operation the cloak of public interest. Public interest applies to all—not to the few.**

Sen Johnson, who nominally does not support the Democratic administration on many issues but who met the President's "whistle-stop" train in Denver, claimed that Mr. Ball acted properly in calling FCC's attention to the project.

The presumption that Sen. Johnson may pursue this issue further in the 83d Congress—he remains Commerce Committee chairman if the Democrats retain control of the Senate—is suggested in an address he made last February at the Second Annual Regional Television Seminar in Baltimore. Stressing equal time requirements, he declared:

> **An interesting question arises as to whether or not some time should not be made available to candidates free of charge in the public interest. We cannot continue our present democracy and permit only the wealthy and the powerful to aspire to public office. Unless something is done to remedy this situation I am certain that the impact of television on politics is apt to prove disastrous to the Republic.**

In general, as close associates of the Senator see it, the key to his course of action may lie in possible monopoly aspects.

A move to reappraise and streamline campaign procedures, with emphasis on advertising expenditures and contributions, is already underway in the Senate. The Subcommittee on Privileges and Elections—an arm of the Senate Rules Committee—is preparing

(Continued on page 56)

UN Buys Time

UNITED NATIONS has purchased a 15-minute period on CBS Radio Oct. 24 for talks by the two Presidential candidates, Gen. Dwight Eisenhower and Gov. Adlai Stevenson, it was announced last week. Nominees will appear on the non-political broadcast, 9:30 to 9:45 p.m. to commemorate United Nations Day—the first time both have appeared on the same program during the election campaign, according to network spokesmen. (Actually, they won't appear together since their statements were transcribed in advance.) UN has asked CBS Radio to suggest to its affiliates they set aside an additional quarter-hour for public service time to be used locally by UN groups.

MIKE AT $68 DOES IT FOR IKE

And Quite a Few Turn Out in Kalamazoo

AT A COST of $68, radio hastily brought out 12,000 Kalamazooans to greet Gen. Eisenhower when his special train made an unscheduled stop at the Michigan city.

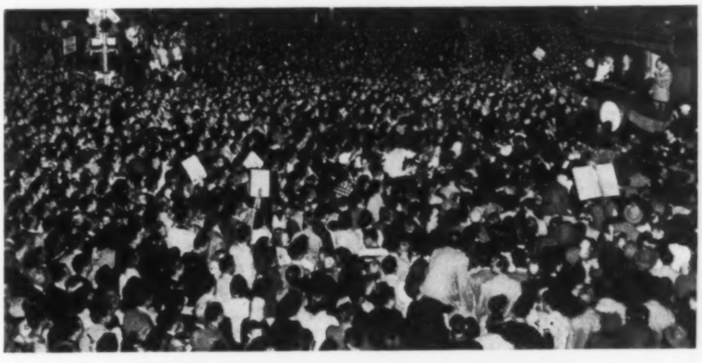
Local GOP officials were notified at 7:08 p.m. that Ike would talk off-the-cuff at 9:30 p.m. Robert J. Barber, public relations chairman of the Republican committee, called WKZO promptly and a news bulletin was carried.

Four spot announcements were aired between 7:45 and 9 p.m. By the time the candidate's train arrived, 12,000 people plus two hastily assembled bands were on hand.

The afternoon newspaper had said no commitments had been received to indicate the candidate would make an appearance on his car platform.

Gen. Eisenhower looked at the human log-jam and observed, "I am flabbergasted, surprised and honored."

* * *



A portion of the 12,000 that radio drew for Ike

NETWORK SALES

Both Radio-TV Take Sharp August Rise

ANTICIPATING the opening of the fall season, time sales of the nationwide radio and TV networks in August rose sharply from their July low, according to figures compiled by Publishers Information Bureau on the expenditures of advertisers for radio and TV network time. Combined gross for all the networks during August totaled $23,673,765, a rise of 19.1% above the July total [B•T, Sept. 22].

It should be noted that the July figure does not include sponsorship of the national political convention radio-TV network coverage by Admiral, Philco and Westinghouse. When those figures are included they should narrow the gap between the July and August grosses. But for normal non-election year business the PIB data indicate beyond doubt that an upswing in network business began in August.

The number one network client, Procter & Gamble Co., for example, invested $2,118,807 in network time during August (at gross rates, before discount), compared to $1,583,581 in July, an increase of 33.8% (Tables I and IV).

Other leading advertisers increased their purchases of network time in August. Comparison of Table II showing the leading radio network advertiser in each product class during August, with the same table for July [B•T, Sept 22] shows that in 19 classes of advertised goods or services on the radio networks, more time was purchased in August, with only four categories whose leading network user spent less that month than in July. In the TV network list (Table V), the score is 19 to 3.

Total billings for each type of advertiser on the networks in August (Tables III and VI) also reflect the business improvement. In network radio, 21 of the 23 classes of advertisers accounted for a larger gross in August than in July. In network TV, 19 of 22 categories had greater grosses in August than July.

* * *

TABLE I

Top Ten Radio Network Advertisers, August 1952

1.	Procter & Gamble Co.	$1,119,367
2.	Miles Labs.	568,650
3.	General Mills	488,805
4.	General Foods Corp.	347,022
5.	William Wrigley Jr. Co.	338,981
6.	Gillette Co.	316,082
7.	American Home Products Corp.	305,454
8.	Sterling Drug	295,878
9.	Colgate-Palmolive-Peet Co.	291,918
10.	Lever Brothers Co.	229,201

* * *

TABLE IV

Top Ten TV Network Advertisers in August 1952

1.	Procter & Gamble	$999,440
2.	Colgate-Palmolive-Peet Co.	745,773
3.	Lever Brothers Co.	572,278
4.	American Tobacco Co.	566,875
5.	General Foods Corp.	561,175
6.	R. J. Reynolds Tobacco Co.	550,320
7.	Liggett & Myers Tobacco Co.	397,480
8.	General Mills Inc.	351,801
9.	Kellogg Co.	315,470
10.	Ford Motor Co.	301,560

TABLE II

Top Radio Network Advertisers by Product Groups for Aug. 1952

Product Class	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 38,921
Apparel, Footwear & Access.	Cannon Mills Co.	11,800
Automotive, Automotive Access.	General Motors Corp.	86,412
Beer, Wine & Liquor	Falsaff Brewing Corp.	87,466
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	66,154
Confectionary & Soft Drinks	William Wrigley Jr. Co.	338,981
Consumer Services	American Tel. & Tel. Co.	61,926
Drugs & Remedies	Miles Labs.	568,650
Food & Food Products	General Mills	482,442
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	97,575
Household Equipment & Supplies	Philco Corp.	133,006
Household Furnishings	Naumkeag Steam Cotton Co.	47,024
Industrial Materials	E. I. duPont de Nemours & Co.	$14,758
Insurance	Prudential Insurance Co. of America	127,439
Political	Stevenson-Sparkman Clubs of Calif.	10,624
Publishing & Media	First Church of Christ, Scientist	10,632
Radios, TV Sets, Musical Inst. & Access.	Admiral Corp.	91,103
Retail & Direct by Mail	Dr. Hiss Shoe Stores	3,360
Smoking Materials	Liggett & Myers Tobacco Co.	185,070
Soaps, Cleansers & Polishes	Procter & Gamble Co.	793,597
Toiletries & Toilet Goods	Gillette Co.	316,082
Transportation, Hotels & Resorts	American Assn. of Railroads	61,986
Miscellaneous	American Federation of Labor	91,766

* * *

TABLE III

Gross Radio Network Time Sales for August and Jan.-Aug. 1952 by Product Groups Compared to Same Period, 1951

Product Group	Aug. 1952*	Jan.-Aug. 1952*	Aug. 1951	Jan.-Aug. 1951
Agriculture & Farming	$63,248	$471,155	$36,496	$416,715
Apparel, Footwear & Access.	33,716	195,279	10,534	502,031
Automotive, Auto. Access., & Equip.	256.381	2.496.265	256.302	2,814.592
Beer, Wine & Liquor	148,488	1,605,472	413,200	2,505,869
Bldg. Materials, Equip. & Fixtures	109,866	680,798	128,040	944,158
Confectionery & Soft Drinks	528,155	3,967,543	535,066	4,295,945
Consumer Services	129,021	1,480,489	80,365	1,911,812
Drugs & Remedies	1,408,665	13,833,500	1,410,785	15,446,702
Food & Food Products	2,443,058	23,948,148	2,789,793	28,946,454
Gasoline, Lubricants & Other Fuels	434,394	3,536,981	440,112	3,903,666
Horticulture	....	109,923	....	86,394
Household Equipment & Supplies*	527,153	2,971,906	221,782	1,868,801
Household Furnishings	150,823	837,385	65,735	639,374
Industrial Materials	26,507	1,204,868	111,198	1,321,913
Insurance	310,633	2,339,216	282,992	2,124,036
Jewelry, Optical Goods & Cameras	....	527,048	71,964	763,394
Office Equip., Stationery & Writing Supplies	$........	$351.557	$........	$389,292
Political	11,634	108,969	....	....
Publishing & Media	10,632	478,930	17,769	221,941
cal Inst. & Access. *				
Radios, TV Sets, Musi-	183,444	1,050,018	314,374	1,849,849
Retail Stores & Direct by Mail	3,360	18,414	947	27,101
Smoking Materials	776,349	11,027,554	1,331,076	13,851,219
Soaps, Cleansers & Polishes	1,250,418	11,943,421	1,204,336	12,065,197
Toiletries & Toilet Goods	1,597,618	14,804,751	1,648,972	17,946,770
Transportation, Hotels & Resorts	61,986	603,421	76,078	824,966
Miscellaneous	471,695	3,379,729	356,245	3,375,593
Total	$10,937,244	$103,982,740	$11,804,161	$119,044,020

Source: Publishers Information Bureau
* National political convention programs not included.

* * *

TABLE V

Top TV Network Advertiser in Each Product Group for August 1952

Product Group	Advertiser	Amount
Apparel, Footwear & Access.	International Shoe Co.	$53,426
Automotive, Auto Access. & Equip.	Ford Motor Co.	301,560
Beer, Wine & Liquor	Pabst Brewing Corp.	145,780
Confectionery & Soft Drinks	American Chicle Co.	180,591
Consumer Services	U. S. Gov't. (Organized Reserve Corps)	81,301
Drugs & Remedies	American Home Products Corp.	183,135
Food & Food Products	General Foods Corp.	561,175
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	98,400
Household Equip. & Supplies	General Electric Co.	192,955
Household Furnishings	Armstrong Cork Co.	101,580
Industrial Materials	Revere Copper & Brass Inc.	104,250
Insurance	Mutual Benefit Health & Accident Assn.	$34,360
Jewelry, Optical Goods & Cameras	Speidel Corp.	54,690
Office Equip., Stationery & Writing Supplies	Hall Bros. Inc.	118,350
Political	Stevenson-Sparkman Clubs of Calif.	9,570
Publishing & Media	Curtis Publishing Co.	81,036
Radios, TV Sets, Phonographs, Musical Inst. & Access.	RCA	140,027
Retail Stores & Direct by Mail	Drugstore Television Productions	127,721
Smoking Materials	American Tobacco Co.	566,875
Soaps, Cleansers & Polishes	Procter & Gamble Co.	753,440
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	559,204
Miscellaneous	Quaker Oats Co.	47,790

* * *

TABLE VI

Gross TV Network Billings by Product Groups for August and Jan.-Aug. 1952 Compared to Same Period 1951

Product Group	August 1952*	Jan.-Aug. 1952*	August 1951	Jan-Aug. 1951
Apparel, Footwear & Access.	$96,801	$1,950,150	$258,256	$1,705,083
Automotive, Auto. Access. & Equip.	1,131,454	9,518,436	855,917	6,634,898
Beer, Wine & Liquor	384,331	3,808,149	590,756	3,399,487
Bldg. Materials, Equip. & Fixtures	......	329,014	......	7,690
Confectionery & Soft Drinks	361,362	3,284,289	259,597	1,794,533
Consumer Services	81,301	256,686	11,910	327,622
Drugs & Remedies	367,723	3,371,619	112,490	1,306,239
Food & Food Products	2,375,287	21,508,779	1,898,289	15,504,505
Gasoline, Lubricants & Other Fuels	172,620	2,335,788	184,635	1,610,295
Horticulture	......	12,370	......	......
Household Equip. & Supplies	664,143	6,471,343	473,044	4,498,084
Household Furnishings	138,806	1,461,186	78,820	2,173,679
Industrial Materials	226,725	2,581,494	166,973	1,977,964
Insurance	34,360	260,928	......	246,990
Jewelry, Optical Goods & Cameras	$169,300	$1,439,444	$84,703	$1,247,559
Office Equip., Stationery & Writing Supplies	118,350	1,042,255	55,140	292,620
Political	9,570	142,722	......	......
Publishing & Media	81,036	554,396	66,930	531,158
Radios, TV Sets, Phonographs, Musical Instruments & Access.	359,664	2,820,638	358,619	3,234,251
Retail Stores & Direct by Mail	127,721	814,501	186,423	1,358,646
Smoking Materials	2,232,063	17,999,893	1,532,294	10,379,304
Soaps, Cleansers & Polishes	1,383,162	11,973,479	759,784	5,867,067
Toiletries & Toilet Goods	2,110,607	16,567,410	1,329,299	8,611,588
Miscellaneous	110,135	1,162,733	38,292	750,226
Total	$12,736,521	$111,667,702	$9,302,071	$73,459,488

SOURCE: Publishers Information Bureau.
* National political convention programs not included.

COTT ON RADIO

'Perfect Medium' For Advertising

RADIO is "the only perfect advertising medium," NARTB District 6 (Ark., La., Miss., Tenn.) broadcasters were told at their Thursday-Friday meeting in Memphis by Ted Cott, NBC vice president in charge of its New York owned stations, WNBC and WNBT (TV).

Appraising radio's present impact and its future possibilities, Mr. Cott said "the basic of advertising is repetition, and only radio of all media has a low enough unit cost to allow purchase of multiple units with a turnover audience."

He contended radio has not been dramatic about what it does and "not exciting enough about what it should do." He added, "Broadcasting must retool its programming to meet changing times. Not television, or any other medium, will kill radio but we may as well hold pre-memorial services for the bad (unimaginative) stations right now."

Henry B. Clay, KWKH Shreveport, La., presided at the sessions as district director. After hearing speakers discuss radio and TV problems, he said, "The broadcasters of Arkansas, Louisiana, Missisippi and Tennessee are very much aware of the need of revitalizing radio in the face of television's expansion. They will restudy opportunities for a fresh approach to many forthcoming problems. Convinced radio is here to stay, they nevertheless are cognizant of the medium's changing position in the public and are prepared to do an even better job."

Review by Fellows

NARTB President Harold E. Fellows reviewed association problems at the Thursday morning session. He spoke also on WMCT (TV) Memphis in a recorded telecast prepared under direction of H. W. Slavick, WMC-WMCT (TV) general manager. It was described as the first telecast by President Fellows during the district meeting series that started in mid-August.

The telecast was presented to the delegates at their annual banquet. Richard P. Doherty, NARTB employe-employer relations director, joined Mr. Fellows in a video recording on radio and television as a vocation. The film is to be made available soon to other TV stations.

In his telecast on WMCT Thursday, Mr. Fellows warned viewers against any group moving in to control television, radio or any medium and urged them to "remember that that group is moving against you — and against your freedom to learn." He said it is "little wonder" such a powerful medium attracts all sorts of interests who criticize it thoughtlessly "and even in some cases would control it.

"Keep television free as you would guard your own freedom," Mr. Fellows said, "for when you are maintaining the integrity and freedom to perform of the public medium you are defending a basic concept of democracy."

Mr. Clay appointed F. C. Sowell, WLAC Nashville, chairman of the resolutions committee. Other members were Storm Whaley, KUOA Siloam Springs, Ark.; Edgar Stern Jr., WDSU New Orleans, and Parry Sheftall, WJZM Clarksville, Tenn.

A Friday TV panel included Walter Compton, WTTG (TV) Washington, as NARTB TV Board representative; Messrs. Slavick, Stern and Doherty, and John H. DeWitt Jr., and Irving Waugh, WSM Nashville.

William T. Stubblefield, NARTB station relations director, led a discussion of the membership problem. Ralph W. Hardy, NARTB government relations director, reviewed the regulatory and legislative situation in Washington.

Taking part in a news panel were Ed Ball, AP; Cliff Marshall, UP; Harold Baker, WSM Nashville; Lionel Schwan, WATO Oak Ridge, Tenn., and Mark Weaver, KLRA Little Rock.

Frank Grout, president of the Memphis Chamber of Commerce, spoke at the Thursday luncheon meeting.

NFL SUIT

Announce New Postponement

GOVERNMENT anti-trust suit against the National Football League, scheduled to start Nov. 6 [B•T, Aug. 11], has been postponed to Jan. 26, it was announced last week.

Decision to change the date was made during a pre-trial conference in Philadelphia by U. S. District Judge Allan K. Grim. Originally, the trial was due to start last June.

The government's suit charges that the NFL engaged in a conspiracy in restraint of trade by restricting member football teams from freely selling radio and TV rights [B•T, Oct. 5, 1951]. The Justice Dept.'s complaint singled out Article X of the NFL constitution which obligates a radio-TV "blackout" when the home team is playing at home.

Pre-trial conference last week agreed to stipulations, order of testimony and other procedural questions.

Oakite Opens Drive

OAKITE Products Inc., New York, is using a radio and television spot announcement campaign starting on varied dates early this month on 43 radio stations and 19 TV stations in 15 eastern markets for 13 weeks. Calkins & Holden, Carlock, McClintock & Smith, N. Y., is the agency.

On The Dotted Line

ARRANGING Philco Distributor Inc. sponsorship of U. of Pennsylvania grid games on WCAU Philadelphia are (seated, l to r) Donald W. Thornburgh, WCAU pres.-gen. mgr.; James Shallow, sls. mgr. of sponsor firm; Mort Farr, Philco dealer and co-sponsor; Jack deRussy, WCAU sls. mgr.; (standing) John Lyons, distributor's ad mgr.; Dave Yanow, WCAU acct. exec., and Francis Murray, Penn. athletic director.

GAYLE V. GRUBB (l), v. p.-managing dir., WJBK Detroit, and Harry R. Lipson, WJBK gen. sls. mgr., watch Frank G. Swindell (r), div. mgr., Standard Oil of Indiana, sign for 52-week, weekday newscast on WJBK-TV.

GENE FULLEN (l), host on WBNS Columbus, Ohio's *Club 33*, and W. I. Orr (r), WBNS sls. mgr., look on as Carl Dauksch, pres., The Atkinson-Dauksch Agencies, signs year's contract for *Club 33*.

CLAUDE LAUDENSLAGER Jr. (l), mgr., Allentown Dairy Co., Div. of Philadelphia Dairy Products, signs J. Birney Crum (r), well-known former Allentown athletic coach, for sportscasts on WHOL Allentown, Pa. Mr. Crum gained nation-wide attention when his teams won 60 consecutive games and four straight titles.

COMPLETING Notre Dame grid games details for WGR Buffalo are (seated, l to r) Nat L. Cohen, WGR sls. mgr.; Nick Delgato, applicance dealer, sponsor; Kenneth Kaplan, acct. exec., James G. Wells Adv. agency; (standing) Eugene Novak, agency radio-TV dir.; James G. Wells, agency pres.; Anthony Rocco, WGR.

SIGNING for White Motor Co. sponsorship of *Game of the Week* on WJW Cleveland is C. L. Bryan, White dir. of industrial rel. Looking on are (l to r) Hal Waddell, WJW sls. mgr.; Johnson Kuyper and Lynn Davis, White employment mgrs.; James Toedtman, acct. exec., D'Arcy Adv. agency, and Virgil Brinnon, WJW sls. prom. exec.

GREEN JOINS

Christal Firm From KOMO

RICHARD E. GREEN, KOMO Seattle, manager of national sales and sales service, resigns effective this Friday, to become manager of the new West Coast office of Henry I. Christal Co., station representative, with headquarters in San Francisco.

Mr. Green

The Christal office will be in the Russ Bldg.

Succeeding Mr. Green at KOMO will be Bill Hubbach, who recently returned to the station after two years in the armed services [B•T, Aug. 11]. King Mitchell, also of the KOMO sales staff, has been appointed to the newly established post of supervisor of local sales.

NABET WALKOUT

Cancels Two NBC Shows

A WALKOUT by NBC engineers in Washington and Hollywood Oct. 5 forced the network to cancel the *Colgate Comedy Hour* on television and *Meet the Press* on both radio and TV.

Engineers at WRC and WNBW (TV) Washington, D. C., NBC Capital outlets, walked out just before 6 p.m. EST when *Meet the Press* was scheduled to go on the air.

NBC Washington engineers, members of the National Assn. of Broadcast Engineers & Technicians (CIO), reportedly were dissatisfied with the stations' consolidation of radio-TV operations at the Wardman Park Hotel. WRC formerly was located in the Trans-Lux Bldg. The union later withdrew its objection but still was pressing for a settlement on other issues.

In Hollywood, NABET engineers and technicians walked out two hours after the Washington move, to attend an "emergency meeting." The NBC-TV *Comedy Hour* is microwaved from the El Capitan Theatre in Hollywood to the East. About 50 engineers attended the meeting, leaving a skeleton crew of five men to handle the TV theatre equipment. Engineers returned to work shortly before the *Comedy Hour* ended.

Washington engineers went back to work at 10:20 p.m. after a meeting of NABET and NBC officials. Supervisory personnel had manned Washington operations, bringing WNBW back on the air at 7:08 p.m. and WRC at 7:30 p.m., until the engineers returned.

Films were fed to the network from New York to replace the missing TV shows. NBC said the radio version of *Meet the Press,* slated for 10 p.m., was cancelled, with substitutions made on the local level. Kinescopes of the *Comedy Hour* may be released nationally at a later date.

WNHC RADIO BUILDING
Dedicated To The People Of New Haven
NBC - 1340 ON YOUR DIAL

PARTICIPATING in official opening ceremonies of the new four-story WNHC New Haven radio building are (l to r) George Hicks, NBC; Mayor William C. Celentano; Patrick J. Goode, president, Elm City Broadcasting Corp., licensee of WNHC-AM-FM-TV; Fran Gregory, NBC singer-actress; Edward C. Obrist, station manager, and Aldo DeDominicis, secretary-treasurer of Elm City Bcstg. Corp.

STREIBERT RESIGNS

As WOR-AM-TV President

THEODORE C. STREIBERT on Friday announced his resignation as president of WOR and WOR-TV New York and as vice president of General Teleradio Inc., owner of the WOR properties, to become effective "at a later date."

Although he is ending an association of nearly 20 years with WOR, Mr. Streibert will continue to serve as a director of Mutual, which he helped form and of which he has been a board member since its inception in 1934. He served as chairman of the MBS board in the 1949-1951 period.

Mr. Streibert

Resignation of Mr. Streibert adds another name to the list of WOR and WOR-TV executives who have left the station since spring, when a program of integration of the operations of WOR and WOR-TV with those of MBS was inaugurated.

Follows Other Resignations

General Teleradio is majority stockholder of the network and Thomas F. O'Neil, president, is also president and board chairman of MBS. J. R. Poppele, vice president and chief engineer of the WOR stations; R. G. Maddux, vice president in charge of sales; Dave Driscoll, news head, and Bob Blake, publicity director, are among the station executives whose resignations have been announced in recent months, during which time there has also been a severe curtailment of non-executive personnel as a result of the merged network-station operations [B•T, Sept. 29].

After receiving his MBA from the Harvard Graduate School of Business Administration, Mr. Streibert in 1923 joined the school's Bureau of Business Research. An association with Guy W. Curry, Boston attorney, led in turn to posts as assistant secretary of FBO (subsequently RKO) Pictures Corp., treasurer of Cinema Credits Corp. and assistant to the executive vice president of Pathe Exchange.

In 1929 he deserted the movies to return to the Harvard Business school as assistant dean, remaining there until 1933, when the Macy department store group which then owned WOR persuaded him to make a second break with the educational world to join the station as assistant to President Alfred J. McCosker. He became vice president and general manager of WOR in 1938 and on Jan. 1, 1945, he succeeded Mr. McCosker as president of the station.

During the succeeding years, Mr. Streibert supervised WOR's operations and those of its FM and TV stations as well when they were inaugurated.

In June of this year, after the purchase of the WOR properties by General Teleradio, he was appointed president of General Telecasting System, a GT subsidiary designed to distribute programs to TV stations, presumably by film at least for the immediate future, and to serve as a video counterpart of MBS [B•T, June 30].

Mr. Streibert has served as a member of the boards of NARTB and BMI and he is at present a director of BAB. He is also a director of Ward Baking Co. and a member of its executive committee.

RCA Shifts Haber

JULIUS HABER, director of advertising and sales promotion for RCA Technical Products, has been named director of public relations for RCA Victor Div., effective Nov. 1. He will succeed James M. Toney, who has been appointed director of consumer products distribution.

WGN RATES

AM and TV Card Altered

WGN Chicago cuts its Class A nighttime rate 50% effective Nov. 1 by standardizing all time from 7 a.m. until 10:30 p.m. as Class A with the present daytime rate. Prime 7 to 10 p.m. time charges with the new cost structure, drop from a basic hourly one-time rate of $900 to $450, with minute spots from $150 to $75.

Radio rates in four classes, A through D, have been simplified into Classes A and B, with B time everything before 7 a.m. and after 10:30 p.m. Early-morning time from 7 until 8 a.m. has been upped price-wise with reclassification from D to A rate.

WGN-TV also realigned its rates by classifying the 2 to 5 p.m. Sunday period as Class C instead of Class A, thereby cutting the hourly rate from $1,200 to $600. WGN-TV schedules no Class B time on Sunday, so that under the new rate card all time after 5 p.m. is A.

This is the first drastic rate change WGN has effected in many years. It is a 50 kw clear channel station affiliated with MBS.

BORMANN SCORES

Celler's Radio-TV Stand

(Also see Contempt ruling story, page 44)

STRONG protest against the prohibition of radio-TV coverage of House and Senate was made last week to Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, by Jim Bormann, president of the National Assn. of Radio News Directors.

Mr. Bormann, news director of WCCO Minneapolis, took the Congressman to task for asserting that radio and TV should be barred from Congressional hearings because their presence would encourage some congressmen to become "ham actors." Mr. Celler made that reference in a speech before the Federal Bar Assn. last month [B•T, Sept. 29].

"Would it not be the more direct and effective method to restrain the offending Congressmen, and to legislate against the weak procedures which fail to defend the rights of the witness," Mr. Bormann asked, "rather than to invade the right of freedom of information, which is the right of the people and not the right of television alone?"

In answer to Mr. Celler's reference to TV as an "entertainment industry," Mr. Bormann called attention to the educational powers believed to be inherent in TV, as exemplified in the decision of the FCC to reserve TV channels for purely educational operation.

When Rep. Celler made his speech, he called on the Federal Bar Assn. to adopt a resolution in favor of barring radio-TV coverage of court trials and Congressional hearings. This the FBA did.

More *Samples from the* WHO *Mailbag*

Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yes the announcement was made at about 7:39 or 40. Since we have no news paper in Wesley, and the county papers would be published too late Thurs. so your service was perfect, covering Wesley—and burial at Metz—beyond Colfax.

The relatives and friends of the family are scattered—residing near Metz—Grinnell—Laurel—and up here at Whittemore — Ft. Dodge — and Emmetsburg. Our church was well filled at 9:15 and more than 100 people from near Metz attended. The WHO service is greatly appreciated.

Sincerely,
(Rev.) J. A. Riggs
Wesley, Iowa

Dear Mr. Loyet:

May I take this opportunity to thank you most sincerely for the interest taken by your station in giving news and broadcast time to the annual Hawkeye Boys State held at Camp Dodge. I want especially to thank you for working in the important officers of Hawkeye Boys State on the regular Governor's Hour program on Saturday, June 9th.

We have received several favorable comments on the program in addition to those expressed by Governor Beardsley, himself.

We have appreciated the hearty cooperation of Radio Station WHO in the past and are grateful for the time which has been allotted for American Legion programs and activities.

Sincerely yours,
A. F. Faber
Director of Public Relations
Iowa Department
The American Legion
Des Moines 9, Iowa

Dear Mr. Woods:

On behalf of all our patients and Special Services, may I extend sincere thanks and appreciation for making possible the Barn Dance Frolic. It was a very excellent program and one that all patients enjoyed.

We appreciate the thoughtfulness and interest of WHO on behalf of the hospitalized veterans. The cooperative and unselfish attitude of the individual participants created a warm feeling as well as an excellent performance. Please extend our thanks to all.

Very sincerely yours,
L. E. Hunn
Chief, Special Services
Veterans Administration Center
Des Moines, Iowa

Dear Mr. Shelley:

Just a little note of very sincere appreciation to you and the WHO news staff for being so kind in broadcasting the announcement of the cancellation of the Simpson College Choir Concert at Hoyt Sherman Place last night.
This willingness on the part of your staff to render such service is a very gracious act and I want you to know that there is one man over here who appreciates it.

Very sincerely yours,
Edwin Edgar Voigt
Simpson College President
Indianola, Iowa

Dear Sirs:

One of the finest things your station has done in a long time was to broadcast the concert by the Iowa Bandmasters Band. The music was fine and it was a thrill to hear them. With the large number of high school students interested in band music there is a large listening audience. The Cities Service Band is making a large place in the habits of the American listening audience. Thank you very much for these two concerts.

Sincerely,
Calvin D. Lowell
CWO 34th Inf Div Band Iowa NG
Fairfield, Iowa

Dear Mr. Woods:

As chairman of the Holy Week Noonday Services sponsored by the Ministerial Association of Des Moines I want to thank you for the assistance you gave us in placing the facilities of your radio station at our disposal. We sincerely appreciate this cooperation in making possible one of the finest seasons we have had.

Sincerely yours,
Marvin O. Sansbury
University Christian Church
Des Moines 11, Iowa

Dear Mr. Loyet:

Just a line to thank you and Herb Plambeck for the wonderful time a group of friends from my World War II outfit had as guests of WHO Saturday.

Saturday was the first time in six years we fellows and our wives have had a chance to meet as a group. It was through Herb's efforts that the meeting was such a huge success. We all enjoyed every minute of it and want you to know that you have gained several more staunch supporters for your fine station.

Sincerely yours,
William A. Buchholz
Des Moines 7, Iowa

Few professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets *mailbags* of personal letters—to understand the feelings of friendship and *inter-dependence* that exist between WHO and its listeners. . . .

Read these few typical letters, and we believe you'll get some new ideas of what WHO *means* in Iowa Plus—what WHO can mean to advertisers, too. . . .

WHO
+ *for* Iowa PLUS +
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

TWO-STATE broadcaster group at District 9 meeting held late in September at Milwaukee [B•T, Sept. 29] (seated, l to r): Harold Murphy, WDUZ Green Bay, Wis.; Merrill Lindsay, WSOY Decatur, district director; NARTB President Harold E. Fellows; Leslie C. Johnson, WHBF Rock Island. Standing, Joseph S. Bonansinga, WGEM Qunicy, Ill.; Verl Bratton, WKTY La Crosse, Wis.; Fred C. Mueller, WEEK Peoria, Ill.; Bruce Wallace, WTMJ Milwaukee.

MILWAUKEE session of NARTB District 9 included these delegates (seated, l to r): Harold A. Safford, WLS Chicago; Hugh K. Boice, WEMP Milwaukee; Harry D. Peck, WISN Milwaukee; Kenneth Carter, WAAM (TV) Baltimore. Standing, William Dunbar, General Communications, Fort Atkinson, Wis.; William E. Schons, WKAI Macomb, Ill.; Harold L. Dewing, WCVS Springfield; Ray Livesay, WLBH Mattoon; Howard Dahl, WKBH La Crosse.

DOUBLE-BILLING CONDEMNED *By NARTB Dist. 5*

DOUBLE-BILLING, the artful device of forcing the national advertiser to foot the bill for cooperative advertising paid for at the local rate (with the medium pocketing the difference), was condemned formally by broadcasters of Georgia, Florida and Alabama last Monday at the NARTB District 5 meeting.

A resolution deprecating degrading of station rates, adopted at virtually all previous district meetings, was broadened to encompass the double-billing blight. Action came after NARTB President Harold Fellows had deplored the practice as immoral and unethical. But double-billing, when requested by the local advertiser, was supported as proper by Emmett Brooks, WEBJ Brewton, Ala., who is also publisher of the city's newspaper. He said the practice was common among newspapers.

For the first time in this year's series of district meetings, the subject of NARBA (North American Regional Broadcasting Agreement, governing division of broadcast channels among nations of the continent) came before a session. A resolution offered by Jerry Stone, WNDB Daytona Beach, Fla., calling upon the Senate to ratify the proposed agreement and upon the President to sign it, was adopted without debate.

An inspirational address by Ed Norton, one of the South's foremost industrialists and broadcasters, who recently concluded a term as a governor of the Federal Reserve Board, urged broadcasters to meet the responsibility directly ahead in selling America. The nation must learn how to sell its vast and constantly increasing production, he said, and a great responsibility devolves upon the broadcasters.

Review of Problems

Mr. Fellows kicked off the district session with a diagnosis of the problems confronting broadcasters and with a prognosis calling for a united industry, asserting its full influence, to thwart efforts to undermine it. He characterized radio and television as the "most vital force in this nation today."

In a question-and-answer session, President Fellows contended that the purported Republican "blitz" campaign, involving a reported $2 million in time purchases, is "perfectly ethical" provided the same time can be made available to the opposing forces. He urged broadcasters, however, to exercise extreme caution in their handling of political time, and suggested that careful records be kept—a point subsequently emphasized by Ralph Hardy, NARTB government relations director, who recounted the legislative and regulatory story behind the Washington scenes.

Thad Holt, WAPI WAFM-TV Birmingham, District 5 director who presided at the sessions, cited the unique status of the district—which boasts three NARTB directors. He shared the rostrum with Ed Kobak, WTWA Thomson, Ga. (Postoffice address, Ambassador Hotel, N. Y.), representing small stations, and A. D. (Jess) Willard Jr., WGAC Augusta, Ga., medium stations director, and former executive vice president of the national trade association.

Richard P. Doherty, NARTB employe-employer relations director, following a closed session address on economics of station management, labor problems and copyrights, quarter-backed a fast-moving forum on station operating problems. Harold Danforth, WDBO Orlando, deprecated the sameness of station programming format, and urged changes, corresponding to those of the automobile manufacturers. He urged broadcasters to give greater thought to their "ethical responsibility," by avoiding over-selling and multiple-spotting and by giving greater attention to the "personality" of accounts and to copy-writing.

Advises Newspaper Tack

It was here that Mr. Brooks got in his licks favoring double-billing, suggesting that stations could "take a leaf" from the newspapers. But Henry P. Johnston, WSGN Birmingham, a newspaper-owned station, argued that in his quarter-century in the newspaper and radio business, he had never known of double-billing as a reputable practice.

James W. Woodruff Jr., WRBL Columbus, called upon broadcasters to think beyond "today's existence" and to contemplate tomorrow's

(Continued on page 65)

SOUTHERN hospitality prevailed at District 4 meet at Pinehurst, N. C. [B•T, Oct. 6]. Southerners included (l to r): Frank E. Koehler, WROV Roanoke, Va.; Cecil Hoskins, WWNC Asheville, N. C.; C. R. Maillet, WFLO Farmville, Va.; Charles H. Crutchfield, WBT-WBTV Charlotte, N. C.; James Odell, N. C. Citizens for Eisenhower Committee; Ben E. Wilbur, WOL Washington; Harold Essex, WSJS Winston-Salem, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; Richard Allerton, NARTB; Jack S. Younts, WEEB Southern Pines, N. C.

CO-ED GROUP at NARTB District 4 cocktail party at Pinehurst, N. C. (front row, l to r): E. S. Whitlock, WRNL Richmond; Mrs. Jack S. Younts, WEEB Southern Pines, N. C.; Mrs. Carla Keys, WFLO Farmville, Va.; Ward A. Coleman, WENC Whiteville, N. C.; Charles Pittman, WCOS Columbia, S. C.; T. H. Patterson, WRRF Washington, N. C. Back row, E. Z. Jones, WBBB Burlington, N. C.; D. L. Craddock, WLOE Leakesville, Va.; Philip P. Allen, WLVA Lynchburg, Va.; Earle J. Gluck, WSOC Charlotte; Campbell Arnoux, WTAR Norfolk, Va.; John M. Rivers, WCSC Charleston, S. C.

XUM

ASCAP
toasts
ED SULLIVAN

ASCAP's 3000 Composers and Authors and 500 Publishers are grateful to you, Ed Sullivan, for:

- **Bringing the ASCAP Story over "Toast of The Town" into the homes of millions of televiewers on two successive weeks . . .**
- **Reminding America of ASCAP's more than 38 years of service to the entertainment industry and the nation . . .**
- **Dramatizing ASCAP's struggle to provide a measure of security for Composers and Authors, enabling them to add new works to ASCAP's varied and ever-growing repertoire . . .**
- **Delighting young and old with glimpses of a few among the thousands of creators who have made ASCAP music truly "The Music of America"**

Thanks, Ed Sullivan, for your fine shows and human understanding. They are deeply appreciated by the Composers, Authors and Publishers of America.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.

ON THE AIR

KB

TRANSMITTING DENVER'S **M**
FROM ATOP **LO**

chann

Studios and Offices at:
Telephone:

Free and Peters,

National Representatives

BTV

R'S MOST POWERFUL SIGNAL
OP LOOKOUT MOUNTAIN

el 9

1100 California Street
Tabor 6386

Inc.

Pioneer Representatives since 1932

CBS
ABC

IN DENVER
OCTOBER 12

Manager
JOE HEROLD
Commercial Manager
JERRY LEE

DENVER **KBTV** CHANNEL 9

Congratulations

KBTV

DENVER

First Post-Freeze
VHF "High-Channel" Station

RCA-EQUIPPED THROUGHOUT

RCA RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.

GAGUINE NAMED

As FCC Hearing Examiner

APPOINTMENT last week of Benito Gaguine, legal assistant to FCC Comr. Rosel H. Hyde, to be FCC hearing examiner, brings to 12 the number of FCC "judges." Five have been added to the longtime seven in the last two months.

Mr. Gaguine

It is understood that there are still two vacancies which the Commission intends to fill in order to bring the number of examiners up to 14. This is the strength for which the Congressional appropriation for fiscal 1953 called. Of the $6.4 million which Congress gave the FCC, $300,000 was earmarked for personnel to process TV applications.

Among those mentioned as having been recommended to be examiners, only one not yet officially confirmed is attorney H. Gifford Irion, Aural Facilities Div. of the Broadcast Bureau [CLOSED CIRCUIT, Aug. 18].

Recently appointed were William G. Butts, from Common Carrier Bureau; Annie N. Huntting, also from Common Carrier Bureau; Thomas H. Donahue, Broadcast Bureau, and Herbert Sharfman, Office of Opinions and Reviews.

Mr. Gaguine received his A.B. degree in 1932 and LL.B. in 1934, from Columbia U. In 1939 he received a LL.M. degree from George Washington U. in Washington.

He joined the Federal Alcohol Administration in 1935 and later was with the Bureau of Internal Revenue. In 1941 he joined the FCC, serving in Broadcast Div. and Safety and Special Radio Services Division. During World War II, Mr. Gaguine served in the Army's Judge Advocate General's Dept.

Dr. S. F. Lowe

DR. S. F. LOWE, 62, director of the Radio & Television Commission of the Southern Baptist Convention since 1938, died Oct. 4 after a long illness. An early believer in religious radio, Dr. Lowe led Southern Baptists to its use in 1938 and devoted full time to the work after 1944. The *Baptist Hour* is carried weekly now by more than 320 stations in 28 states and five foreign countries. Dr. Lowe is survived by his wife, three sons, a daughter and six grandchildren.

John B. Flack

JOHN B. FLACK, 53, founder and president of the Flack Advertising agency, died Oct. 7 at Memorial Hospital in Syracuse. Mr. Flack entered the advertising business after graduation from Syracuse U. in 1921. Ten years later he founded the agency.

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Oct.			
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Oct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Hotel Morton, Grand Rapids, Mich.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 13-14: Kentucky Broadcasters Assn., Henry Clay Hotel, Ashland, Kentucky.

Oct. 13-14: Engineering Conference, Central Canada Broadcasters Assn., Royal Connaught Hotel, Hamilton, Ont.

Oct. 16-17: Institute on Educational TV meet, Georgetown U., Washington, D. C.

Oct. 17-18: Ninth Annual Advertising & Sales Promotion Conference, Columbus.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20: Theatre TV hearing begins, FCC, Washington, D. C.

Oct. 20-21: Adv. Fed. of America Fifth District meeting, Ft. Hayes Hotel, Columbus, Ohio.

CBC DRAFTS

Program Percentage Plan

TENTATIVE regulations which would require Canadian stations to schedule Canadian-originated programs from 30% to 48% of their total broadcast time were announced by the Canadian Broadcasting Corp. last Thursday.

At the same time, CBC would invoke a code governing length of advertising copy per program for different hours of the broadcast schedule.

The new regulations were published for study by private broadcasters before CBC conducts public hearings later this year. Oral argument for and against the rules will be taken then.

The CBC announcement came in the wake of reports that an increasing number of U. S. advertising agencies are opening Canadian branch offices, thus posing new client problems for local agencies and station representative firms there (see story page 43).

Under the new regulations, stations affiliated with CBC's French or Trans-Canada networks and located in large metropolitan areas would be required to schedule as much as 48% of their daytime and evening hours for Canadian shows.

Advertising messages would be limited to 1:15 minutes in each five-minute program from midnight to 6 p.m. and to one minute between 6 p.m. and midnight. Maximum commercial time is seven minutes for a 60-minute program aired between midnight and 6 p.m.

MUTUAL MEET

Rates on MAAC Agenda

LED by President and Board Chairman Thomas F. O'Neil, MBS officials were slated to chart their answer to rival networks' rate and discount adjustments in meetings with the Mutual Affiliates Advisory Committee at Virginia Beach, Va., over the past weekend.

Several plans calculated to match, generally, the changes already instituted by the three other national radio networks reportedly were to be considered. Some authorities said as many as six alternative plans had been devised for consideration.

The rate question was expected to dominate the session. It was described, however, as also being an organizational meeting for the new MAAC, since it was the first following the election of new MAAC members in August.

The agenda apart from the rate issue was expected to include election of a MAAC chairman. This post has been held in the past by Gene Cagle of KFJZ Fort Worth, who was returned to the committee for another term in the August balloting.

If MBS devises a plan comparable to those adopted by its competitors, the effect will be to reduce evening time charges by an average 25% while boosting daytime (or at least morning) costs by about 4 or 5% [B•T, Aug. 18, et seq.].

The Mutual executives, including Mr. O'Neil and Executive Vice President William H. Fineshriber Jr., were planning to leave New York for Virginia Beach Saturday morning.

Members of the MAAC include: Mr. Cagle; Fred Fletcher, WRAL Raleigh, N. C.; Jack Younts, WEEB Southern Pines, N. C.; John Cleghorn, WHBQ Memphis; Bob McRaney, WCBI Columbus, Miss.; John Laux, WSTV Steubenville, Ohio; Wendell Mayes, KBWD Brownwood, Tex.; Victor Diehm, WAZL Hazleton, Pa.; Fred Wagenvoord, KCRG Cedar Rapids; E. J. McKellar, KVOX Moorhead, Minn.; George Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Junction, Col.; Porter Smith, WGRC Louisville; Hugh Potter, WOMI Owensboro, Ky.

William Cherney

FUNERAL services were held Wednesday near Chicago for William Cherney, 65, president of William Cherney & Assoc., Chicago advertising agency. He died Monday at his home in Fox River Grove, Ill. He is survived by his wife, a son and a daughter.

Kohler Names Deutsch

KOHLER Mfg. Co. appoints Herschel Z. Deutsch & Co., New York, as its advertising agency for Kohler headache powders.

STARS OVER
West Texas
KRBC
KBST
KTRN
KGKL
It's Easy---
. . . TO BUY
15,250 WATTS
SOLID WEST
TEXAS COVERAGE
1
CONTRACT
BUYS ALL
FOUR
at 20% DISCOUNT
from Regular Rates

★ **KRBC - Abilene**
5000 Watts Day—1000 Night
★ **KGKL - San Angelo**
5000 Watts Day—1000 Night
★ **KBST - Big Spring**
250 Watts
★ **KTRN - Wichita Falls**
5000 Watts Day—1000 Night

1 Contract 1 Billing
for all 4

See Discounted Rates Under

West Texas Packaged Stations

or contact the

John E. Pearson Co.

97.6% IOWA HOMES HAVE RADIO

Census Reports

RADIO home saturation in Iowa reached a peak of 99% of all occupied homes in the Waterloo urbanized area, according to 1950 U. S. Census data just released by the Census Bureau. Percentage of TV homes in the state was small in April 1950, when census data were collected, there being only 5 million TV sets in the nation compared to 19 million at the present time.

In all major Iowa cities, more than 97% of occupied homes were equipped with radio sets, according to the Census Bureau. Official U. S. Census radio and TV data (April 1950) for Iowa follow:

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—IOWA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio			Number reporting	With TV	
				1950		1940 Radio Homes		Number	Per Cent
				Number	Per Cent				
The State	2,621,073	780,167	771,035	752,805	97.6	617,006	767,200	12,235	1.6
Urban and Rural nonfarm	1,838,423	573,187	565,645	552,285	97.6	422,370	563,160	9,355	1.7
Urban	1,250,938	382,563	377,800	370,225	98.0	284,354	375,880	6,545	1.7
Rural nonfarm	587,485	190,624	187,845	182,060	96.9	138,016	187,280	2,810	1.5
Rural farm	782,650	206,980	205,390	200,520	97.6	194,636	204,040	2,880	1.4
S. M. A.									
Cedar Rapids	104,274	31,821	31,600	31,045	98.2	23,922	31,560	185	0.6
Cedar Rapids Urbanized Area	78,212	24,329	24,200	23,885	98.7	*	24,165	115	0.5
Davenport-Rock Island-Moline	234,256	68,802	67,675	66,605	98.4	51,786	67,580	2,910	4.3
Davenport-Rock Island-Moline Urbanized Area	194,925	57,804	56,945	55,975	98.3	*	56,800	2,430	4.3
Des Moines	226,010	70,128	69,200	67,835	98.0	51,022	68,965	1,630	2.4
Des Moines Urbanized Area	199,934	62,665	61,935	60,730	98.1	*	61,710	1,490	2.4
Sioux City	103,917	31,253	30,945	30,110	97.3	25,208	30,880	190	0.6
Sioux City Urbanized Area	90,101	27,249	27,015	26,340	97.5	*	26,950	165	0.6
Waterloo	100,448	29,189	28,750	28,385	98.7	21,084	28,665	200	0.7
Waterloo Urbanized Area	84,386	24,778	24,470	24,220	99.0	*	24,380	155	0.6
URBAN PLACES									
Ames	22,898	5,976	5,950	5,885	98.9	3,442	5,945	170	2.9
Boone	12,164	3,935	3,925	3,860	98.3	3,247	3,830	35	0.9
Burlington	30,613	9,688	9,680	9,345	96.5	7,029	9,640	180	1.9
Cedar Falls	14,334	3,923	3,875	3,850	99.4	2,670	3,855	10	0.3
Cedar Rapids	72,296	22,480	22,355	22,055	98.7	17,175	22,325	100	0.4
Charles City	10,309	3,171	3,185	3,115	97.8	2,286	3,210	35	1.1
Clinton	30,379	9,307	9,230	9,045	98.0	6,952	9,210	170	1.8
Council Bluffs	45,429	13,622	13,415	13,110	97.7	10,487	13,280	955	7.2
Davenport	74,549	22,201	21,655	21,315	98.4	17,842	21,620	835	3.9
Des Moines	177,965	56,296	55,645	54,560	98.1	42,318	55,440	1,315	2.4
Dubuque	49,671	13,431	13,115	12,835	97.9	10,602	13,080	110	0.8
Fort Dodge	25,115	7,634	7,485	7,320	97.8	6,042	7,410	140	1.9
Fort Madison	14,954	4,452	4,370	4,240	97.0	3,316	4,345	10	0.2
Iowa City	27,212	6,634	6,475	6,425	99.2	4,791	6,445	45	0.7
Keokuk	16,144	5,126	5,075	4,875	96.1	3,866	5,080	60	1.2
Marshalltown	19,821	6,279	6,200	6,135	99.0	5,181	6,150	40	0.7
Mason City	27,980	8,268	8,060	7,925	98.3	6,684	8,030	70	0.9
Muscatine	19,041	6,189	6,125	6,010	98.1	5,136	6,140	160	2.6
Newton	11,723	3,633	3,595	3,570	99.3	2,748	3,565	55	1.5
Oskaloosa	11,124	3,835	3,755	3,660	97.5	3,081	3,725	35	0.9
Ottumwa	33,631	10,630	10,560	10,205	96.6	8,427	10,520	80	0.8
Sioux City	83,991	25,474	25,180	24,560	97.6	20,664	25,115	145	0.6
Waterloo	65,198	19,507	19,255	19,040	98.9	14,018	19,180	130	0.7

Statistics in adjacent table are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 15 for Iowa, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 55 cents per copy.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 15, now available from the Superintendent of Documents, at 25 cents a copy for each state. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 15, available from the Superintendent of Documents, at 60 cents per copy. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—IOWA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio			Number reporting	With TV	
				1950		1940 Radio Homes		Number	Per Cent
				Number	Per Cent				
COUNTIES									
Adair	12,292	3,871	3,830	3,750	97.9	3,222	3,810	45	1.2
Adams	8,753	2,789	2,760	2,720	98.6	2,491	2,760	45	1.6
Allamakee	16,351	4,577	4,565	4,405	96.5	3,665	4,470	25	0.6
Appanoose	19,683	6,339	6,280	6,085	96.9	5,544	6,255	55	0.9
Audubon	11,579	3,508	3,455	3,385	98.0	2,790	3,040	45	1.5
Benton	22,656	6,887	6,790	6,670	98.2	5,762	6,765	35	0.5
Black Hawk	100,448	29,189	28,750	28,385	98.7	21,084	28,665	200	0.7
Boone	28,139	8,375	8,300	8,110	97.7	7,043	8,135	175	2.2
Bremer	18,884	5,534	5,460	5,325	97.5	4,332	5,455	95	1.7
Buchanan	21,927	5,767	5,595	5,340	95.4	4,655	5,580	25	0.4
Buena Vista	21,113	6,460	6,365	6,310	99.1	5,054	6,360	55	0.9
Butler	17,394	5,293	5,205	5,060	97.2	4,328	5,185	5	0.1
Calhoun	16,925	5,164	6,130	5,015	81.8	4,398	5,070	30	0.6
Carroll	23,065	6,380	6,265	6,160	98.3	5,216	6,200	90	1.5
Cass	18,532	5,945	5,850	5,715	97.7	4,773	5,815	120	2.1
Cedar	16,910	5,229	5,190	5,085	98.0	4,087	5,175	105	2.0
Cerro Gords	46,053	13,667	13,345	13,130	98.4	10,721	13,300	110	0.8
Cherokee	19,052	5,072	5,085	5,000	98.3	4,174	5,105	60	1.2
Chickasaw	15,228	4,332	4,250	4,160	97.9	3,510	4,245	10	0.2
Clarke	9,369	3,036	2,990	2,885	96.5	2,450	2,960	25	0.8
Clay	18,103	5,498	5,435	5,325	98.0	4,395	5,390	25	0.5
Clayton	22,522	6,704	6,655	6,390	96.0	5,504	6,605	80	1.2
Clinton	49,664	14,852	14,680	14,330	97.6	11,313	14,670	320	2.2
Crawford	19,741	5,687	5,590	5,455	97.6	4,708	5,545	120	2.2
Dallas	23,661	7,574	7,635	7,460	97.7	6,380	7,620	160	2.1
Davis	9,959	3,116	3,025	2,870	94.9	2,430	2,955	10	0.3
Decatur	12,601	3,765	3,655	3,470	94.9	3,060	3,635	15	0.4
Delaware	17,734	5,017	4,880	4,765	97.6	4,246	4,870	50	1.0
Des Moines	42,056	12,989	12,920	12,480	96.6	9,523	12,880	210	1.6
Dickinson	12,756	3,919	3,840	3,800	99.0	2,946	3,810	5	0.1
Dubuque	71,337	18,574	18,175	17,775	97.8	14,322	18,120	185	1.0
Emmet	14,102	4,118	4,135	4,075	98.5	3,121	4,140	65	1.6
Fayette	28,294	8,314	8,215	8,075	98.3	6,906	8,215	40	0.5
Floyd	21,505	6,408	6,495	6,325	97.4	5,046	6,500	65	1.0
Franklin	16,268	4,907	4,925	4,855	98.6	3,995	4,885	65	1.3
Fremont	12,323	3,903	3,815	3,665	96.1	3,464	3,765	125	3.3
Greene	15,544	4,798	4,780	4,700	98.3	4,262	4,770	95	2.0
Grundy	13,722	4,218	4,210	4,125	98.0	3,384	4,220	65	1.5
Guthrie	15,197	4,829	4,795	4,670..	97.4	4,074	4,780	70	1.5
Hamilton	19,660	6,013	5,955	5,825	97.8	4,925	5,925	130	2.2
Hancock	15,077	4,340	4,290	4,200..	97.9	3,568	4,280	25	0.6
Hardin	22,218	7,085	7,030	6,910	98.3	5,555	6,995	110	1.6
Harrison	19,560	5,881	5,835	5,660	97.0	4,857	5,810	265	4.6
Henry	18,708	5,330	5,420	5,235	96.6	4,099	5,405	50	0.9
Howard	13,105	3,738	3,725	3,575	96.0	3,024	3,705	10	0.3
Humboldt	13,117	3,874	3,810	3,730	97.9	3,060	3,795	25	0.7
Ida	10,697	3,299	3,230	3,150	97.5	2,711	3,185	55	1.7
Iowa	15,835	4,672	4,655	4,495	96.6	4,031	4,515	50	1.1
Jackson	18,622	5,487	5,505	5,295	96.2	4,407	5,495	70	1.3
Jasper	32,305	9,793	9,620	9,485	98.6	7,843	9,565	130	1.4
Jefferson	15,696	4,912	4,925	4,770	96.9	3,836	4,940	35	0.7
Johnson	45,756	11,761	11,550	11,240	97.3	8,117	11,495	105	0.9
Jones	19,401	5,427	5,340	5,145	96.3	4,434	5,325	55	1.0
Keokuk	16,797	5,410	5,330	5,185	97.3	4,707	5,335	70	1.3
Kassuth	26,241	7,145	7,090	6,940	97.9	5,772	7,090	55	0.8
Lee	43,102	12,935	12,710	12,245	96.3	9,611	12,685	120	0.9
Linn	104,274	31,821	31,600	31,045	98.2	23,922	31,560	185	0.6
Louisa	11,101	3,389	3,340	3,170	94.9	2,682	3,325	80	2.4
Lucas	12,069	3,963	3,875	3,685	95.1	3,548	3,870	40	1.0
Lyon	14,697	4,098	4,095	3,965	96.8	3,236	4,085	20	0.5
Madison	13,131	4,145	4,095	3,900	95.2	3,430	4,085	60	1.5
Mahaska	24,672	7,938	7,895	7,710	97.7	6,687	7,745	90	1.2
Marion	25,930	7,517	7,390	7,135	96.5	6,125	7,410	105	1.4
Marshall	35,611	10,765	10,705	10,570	98.7	8,934	10,670	120	1.1
Mills	14,064	3,625	3,560	3,445	96.8	3,046	3,505	200	5.7
Mitchell	13,945	4,110	3,995	3,910	97.9	3,323	3,975	45	1.1
Monana	16,303	4,827	4,835	4,660	96.4	3,874	4,840	90	1.9
Monroe	11,814	3,577	3,610	3,470	96.1	3,174	3,595	10	0.3
Montgomery	15,685	5,028	5,010	4,925	98.3	4,131	4,960	140	2.8
Muscatine	32,148	10,024	9,970	9,785	98.1	8,210	9,960	215	2.2
O'Brien	18,970	5,685	5,680	5,570	98.1	4,689	5,690	35	0.6
Osceola	10,181	2,922	2,935	2,865	97.6	2,380	2,920	35	1.2
Page	23,921	7,127	7,135	7,015	98.3	5,772	7,115	200	2.8
Palo Alto	15,891	4,369	4,325	4,235	97.9	3,498	4,225	40	0.9
Plymouth	23,252	6,529	6,620	6,490	98.0	5,249	6,540	55	0.8
Pocahontas	15,496	4,454	4,240	4,215	99.4	3,815	4,215	85	2.0
Polk	226,010	70,128	69,200	67,835	98.0	51,022	68,965	1,630	2.4
Pottawattamie	69,682	20,620	20,400	19,960	97.8	16,259	20,265	1,315	6.5
Poweshiek	19,344	5,531	5,555	5,440	97.9	4,808	5,445	55	1.0
Ringgold	9,528	3,047	2,880	2,785	96.7	2,617	2,885	10	0.3
Sac	17,518	5,236	5,230	5,105	97.6	4,320	5,220	40	0.8
Scott	100,698	29,440	28,695	28,340	98.8	22,303	28,735	1,195	4.2
Shelby	15,942	4,478	4,420	4,355	98.5	3,783	4,415	150	3.4
Sioux	26,381	7,297	7,205	7,020	97.4	5,659	7,180	85	1.2
Story	44,294	12,295	12,290	12,125	98.7	8,478	12,265	350	2.9
Tama	21,688	6,681	6,480	6,340	97.8	5,570	6,465	45	0.7
Taylor	12,420	4,065	4,050	3,940	97.3	3,440	4,050	70	1.7
Union	15,651	5,001	4,955	4,825	97.4	4,142	4,935	25	0.5
Van Buren	11,007	3,614	3,205	3,070	95.8	2,997	2,945	35	1.2
Wapello	47,397	14,558	14,370	13,775	95.9	11,249	14,315	135	0.9
Warren	17,758	5,326	5,220	5,115	98.0	4,195	5,210	85	1.6
Washington	19,557	6,037	6,035	5,760	95.4	4,909	6,050	80	1.3
Wayne	11,737	3,943	3,915	3,840	98.1	3,341	3,905	30	0.8
Webster	44,241	13,051	12,865	12,570	97.7	10,444	12,735	185	1.5
Winnebago	13,450	3,816	3,845	3,790	98.6	3,047	3,845	40	1.0
Winneshiek	21,639	5,869	5,815	5,620	96.6	4,959	5,825	40	0.7
Woodbury	103,917	31,253	30,945	30,110	97.3	25,208	30,880	190	0.6
Worth	11,068	3,208	3,185	3,085	96.9	2,629	3,190	15	0.5
Wright	19,652	6,054	5,945	5,845	98.3	4,967	5,915	95	1.6

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* Not available.

To a time buyer

who wants zein

We've been pressure-cooking John Crosby's latest column on Madison Avenue prose, and just about have it house-broken. He had us downwind for awhile—we were soft as a grape—but, after spitballing the whole picture with the top brass, we have most of the egg off our face.

Except one thing. "You got to have enough protein," he indicates. If he means edestin, we're at the end of our hemp. If it's glutenin he's kicking around, it jells—we're almost up to our armpits in wheat. But if he's finalizing on zein, we're really on the green. Zein, it says in our encyclopedia, is a corn protein. Man, we have zein. Iowa again promises to fill the nation's bins with 647,940,000 bushels of corn this fall.

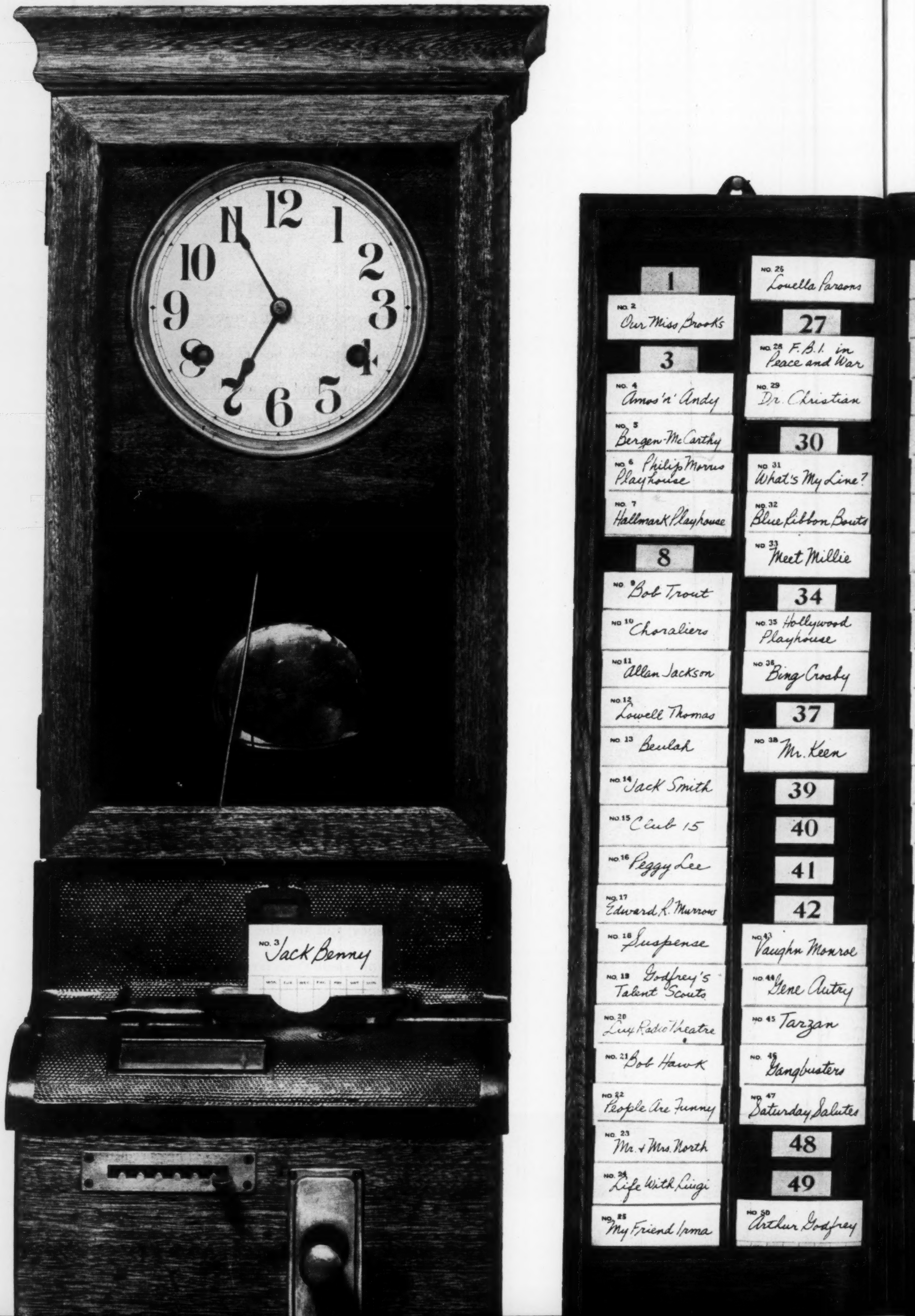
That's protein which turns into purchasing power which turns into sales which turns into another reason for you to call the Katz Agency and try the WMT market for size. It fits big sales and small (or large) budgets.

WMT

CEDAR RAPIDS

600 KC 5000 WATTS BASIC CBS RADIO NETWORK

Represented Nationally by the Katz Agency



12
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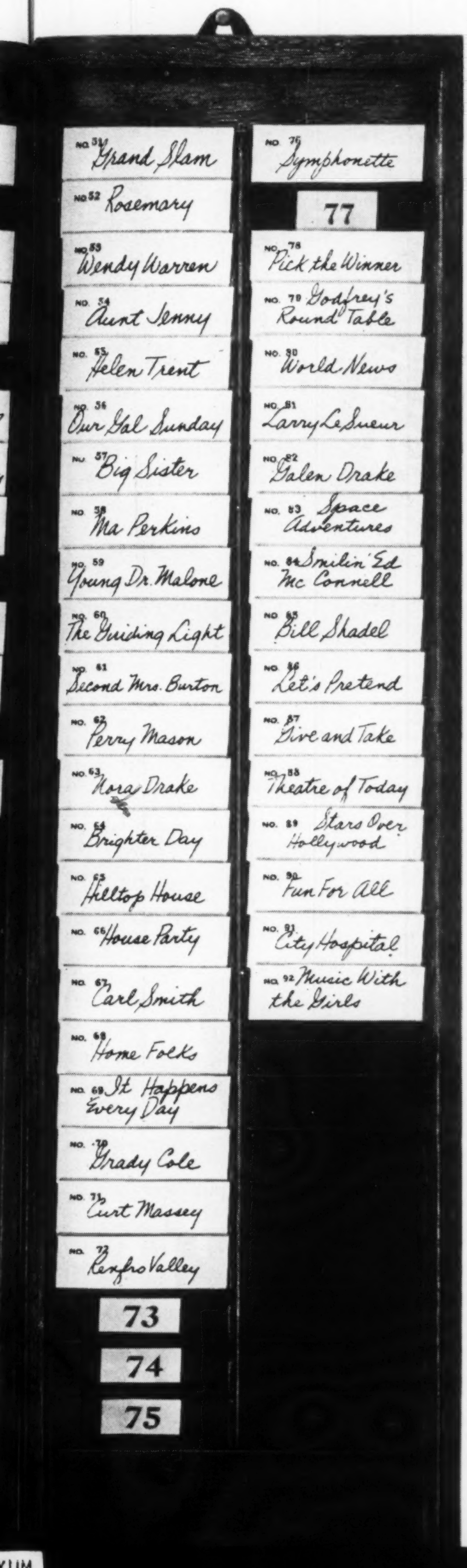
No. 3 Jack Benny
MON. TUE. WED. THU. FRI. SAT. SUN.
1
No. 2 Our Miss Brooks
3
No. 4 Amos 'n' Andy
No. 5 Bergen-McCarthy
No. 6 Philip Morris Playhouse
No. 7 Hallmark Playhouse
8
No. 9 Bob Trout
No. 10 Choraliers
No. 11 Allan Jackson
No. 12 Lowell Thomas
No. 13 Beulah
No. 14 Jack Smith
No. 15 Club 15
No. 16 Peggy Lee
No. 17 Edward R. Murrow
No. 18 Suspense
No. 19 Godfrey's Talent Scouts
No. 20 Lux Radio Theatre
No. 21 Bob Hawk
No. 22 People Are Funny
No. 23 Mr. + Mrs. North
No. 24 Life With Luigi
No. 25 My Friend Irma
No. 25 Louella Parsons
27
No. 28 F.B.I. in Peace and War
No. 29 Dr. Christian
30
No. 31 What's My Line?
No. 32 Blue Ribbon Bouts
No. 33 Meet Millie
34
No. 35 Hollywood Playhouse
No. 36 Bing Crosby
37
No. 38 Mr. Keen
39
40
41
42
No. 43 Vaughn Monroe
No. 44 Gene Autry
No. 45 Tarzan
No. 46 Gangbusters
No. 47 Saturday Salutes
48
49
No. 50 Arthur Godfrey

XUM

THEY'RE ALL BACK

. . . and out front with the customers


NO. 51 Grand Slam
NO. 52 Rosemary
NO. 53 Wendy Warren
NO. 54 Aunt Jenny
NO. 55 Helen Trent
NO. 56 Our Gal Sunday
NO. 57 Big Sister
NO. 58 Ma Perkins
NO. 59 Young Dr. Malone
NO. 60 The Guiding Light
NO. 61 Second Mrs. Burton
NO. 62 Perry Mason
NO. 63 Nora Drake
NO. 64 Brighter Day
NO. 65 Hilltop House
NO. 66 House Party
NO. 67 Carl Smith
NO. 68 Home Folks
NO. 69 It Happens Every Day
NO. 70 Grady Cole
NO. 71 Curt Massey
NO. 72 Renfro Valley
73
74
75
NO. 76 Symphonette
77
NO. 78 Pick the Winner
NO. 79 Godfrey's Round Table
NO. 80 World News
NO. 81 Larry LeSueur
NO. 82 Galen Drake
NO. 83 Space Adventures
NO. 84 Smilin' Ed McConnell
NO. 85 Bill Shadel
NO. 86 Let's Pretend
NO. 87 Give and Take
NO. 88 Theatre of Today
NO. 89 Stars Over Hollywood
NO. 90 Fun For All
NO. 91 City Hospital
NO. 92 Music With the Girls

You might easily picture this time clock in stores all over the country. And with the same names. For Benny, Bergen, Crosby, Godfrey, and company have started a new fall season on CBS Radio. And they're giving their greatest performances not only in 43 million homes and 27 million cars—but as salesmen behind counters from coast to coast.

There's no sales force like them—for selling more things to more people in more places...

It makes a difference that so many of the leading shows are heard on the same network. (More of them are on CBS Radio than on all other networks combined.) For they bring *all* the network's sponsors into a main stream of customer traffic. They create the best *locations* in all advertising.

For this reason 25 per cent more time is sponsored on CBS Radio than on any other network. And the time-slots still available have all the "crowd" advantages of stores next to Macy's or Gimbel's.

Around the clock CBS Radio's star attractions assure the greatest carry-over of listeners from show to show... the largest average audience... the lowest advertising cost

You too can be out front with the customers on the **CBS RADIO NETWORK**

NOTE: *Sunday, 2:30 to 4:00 pm (Slot 77) has just been filled by the New York Philharmonic-Symphony for Willys-Overland Motors, Inc.*

"Are you getting these FREE Technical Bulletins?"
sound talk
Scotch
Sound Recording Tape
TECHNICAL AND GENERAL INFORMATION ON MAGNETIC TAPE RECORDING

There's plenty of valuable information for recording engineers and tape enthusiasts in the new series of "Sound Talk" bulletins. Written by technical experts and backed by extensive laboratory tests, these fact-filled bulletins furnish a rich, practical background of magnetic recording information for anyone engaged in professional recording work.

"Sound Talk" bulletins are currently being mailed to upwards of 3,000 users of professional tape recording equipment. If you are not on our mailing list, simply fill out and mail the coupon below and we will send you your "Sound Talk" binder containing a complete set of bulletins. There will be no charge for this or for the succeeding bulletins you will receive, of course.

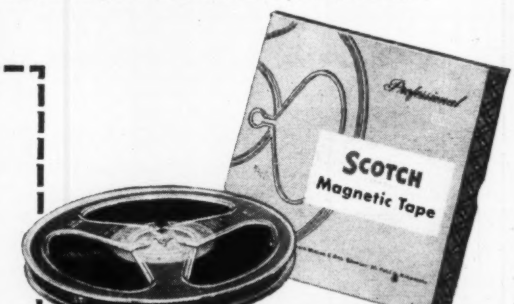
Minnesota Mining & Mfg. Co. BT-102
St. Paul 6, Minn.

Please put my name on your mailing list to receive free "Sound Talk" bulletins.

NAME______________________________

ADDRESS___________________________

CITY________________ZONE____STATE__________


Professional
Scotch
Magnetic Tape

REG. U.S. PAT. OFF.

SCOTCH
BRAND
MAGNETIC TAPE

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

U. S. AGENCIES
Add Canadian Branches

INCREASED American investment interest and a growing amount of advertising business in all Canadian media are bringing a larger number of American advertising agencies to Canada.

While no official announcements have been made, there are many reports of more agencies looking for office space and Canadian advertising men at Toronto and Montreal. Among those reported planning offices in Canada is McCann-Erickson, Inc., New York. There are now 16 American agencies in Canada as compared to 12 a year ago.

The invasion of U. S. agencies may pose troubles for Canadian advertising agencies and Canadian and American station representatives. Canadian agencies are losing big accounts which they handled for Canadian subsidiaries of parent American companies. While Canadian offices of American agencies now handle the accounts, they are adding wholly Canadian accounts as they become established.

Station representatives have other difficulties. While business in Canada was placed from U. S. agencies, American station representatives earned a commission. Now that the agencies have offices in Canada, station representatives are claiming the commissions as the business is placed from Canadian offices of the agencies.

It is understood some U. S. station representatives are discussing a commission split with Canadian station representatives of such stations. One American station representative firm is seriously considering opening a branch office in Canada.

OHIO AD MEET
To Honor AFA's Elon Borton

OHIO State U.'s ninth annual Advertising Conference will honor Elon G. Borton, president-general manager, Advertising Federation of America, at a luncheon Oct. 17 in Columbus' Chittenden Hotel.

Mr. Borton will be honored for "distinguished contributions to the field of advertising," according to Dr. Kenneth Dameron, conference committee chairman. In addition, Mr. Borton will speak on "The Role of Organized Advertising in Selling America's $350 Billion Output."

The two-day conference, with headquarters at the Fort Hayes Hotel, will be co-sponsored by the university's commerce college, the Fifth AFA District, and advertising organizations in Ohio and adjoining states.

WMTR Morristown, N. J., has opened a branch office in Dover, N. J. Station and the Dover *Lakeland News* are teaming up in what was described as first newspaper-radio cooperative effort in the area on station's newscast.

KBA MEETING
Fall Sessions Open Today

OPENING sessions of the two-day Kentucky Broadcasters Assn. fall meeting get underway today at Ashland's Henry Clay Hotel.

After registration and committee meetings, BAB President William B. Ryan and Ashland Mayor David Aronberg are the luncheon speakers. Sales clinic is slated for 2 p.m. with Miller Welch, WLAP Lexington, to be chairman of a panel comprising Parker Smith, WKYW Louisville; Richard Goodlette, WKIC Hazard; Prewitt Lackey, WPAD Paducah and Edward Damron, WPKE Pikeville. After the sales meeting, a report of the nominating committee is scheduled. Paul Blazer, board chairman, Ashland Oil & Refining Co., will speak at a buffet supper-meeting to close the day's activities.

Tomorrow's morning session is to be devoted to elections of officers and a business meeting.

Brief luncheon talks will be made by Robert T. Mason, WMRN Marion, Ohio, NARTB District 7 director, and John T. Gelder, WCHS Charleston, president, West Virginia Broadcasters Assn.

A program clinic is slated for 2 p.m. with Jean Clos, WKLO Louisville, chairman, and W. R. Martin, WCMI Ashland; Scott True, WFTM Maysville; Sam Livingston, WKYB Paducah, and Ed Brownell Jr., WLEX Lexington, panel members.

OHIO CAMPAIGN
Spots Spur Registration

CAMPAIGN waged by Cleveland stations and spearheaded by WGAR President John F. Patt, chairman of NARTB's Register-and-Vote Committee, is credited with swelling national election registrations in that city and elsewhere in Ohio.

A radio-TV saturation spot-special program drive spurred a 5%-30% increase in northeastern Ohio registration and a record high for Cleveland. Nearly 2,000 spots and 5-, 15-, 30-minute programs were used in the three-week campaign.

Most Cleveland stations used availabilities for spot plugs two days before the campaign deadline. WGAR made use of, in addition to a flurry of announcements, all talent to promote registration each day during the drive. Stunts included special sound effects to dramatize issue, and spots by Gen. Dwight Eisenhower and Charles Taft, GOP candidate for governor in Ohio.

Another feature was an appearance by Boy Scouts on special shows to point up the privilege of voting. Bill Gordon, WHK Cleveland disc jockey, conducted a "Why I Want My Baby To Be President" contest. Jake Heintz, WTAM and WNBK (TV) Cleveland, also aired a special youngsters' show. Spots, recorded by Ted Brown, Ohio secretary of state, were supplemented with lobby displays.

GOODYEAR
LIFEGUARD
GOODYEAR

Goodyear Tire Dealer Keeps Sales Rolling With Fulton Lewis, Jr.

Herb Quinn and Horace Hodgson (left to right above) took to the air to promote Quinn-Hodgson Tire Service. Well into their second year of sponsorship of Fulton Lewis, Jr. on KOLN, the Mutual station in Lincoln, Nebraska, they report:

"We continue to be amazed at the results brought to us by our sponsorship of Mr. Lewis. Our firm works on a modest advertising budget; because his listeners are so loyal, Fulton Lewis gives us maximum results from our ad dollars."

The 5-nights-a-week Fulton Lewis program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers at local time cost plus low, prorated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Check your local Mutual outlet— or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

XUM

CONTEMPT RULING

Radio, TV Loses Out

BULWARK to the maintenance of the ban on radio-TV coverage of House committees is seen in a Federal judge's decision last week that a witness before a Congressional committee may refuse to testify in front of TV cameras and radio microphones. It is also feared that this first judicial seal of approval on the banning of broadcast media may speed Senate action on a resolution (S Res 319) to serve the same purpose in the upper house.

Prohibition against radio-TV coverage of House meetings was imposed by Speaker Sam Rayburn (D-Tex.) earlier this year [B•T, March 10, 3]. In the Senate, Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, offered the resolution to ban radio-TV coverage of Senate meetings [B•T, May 26]. The resolution was never reported out of the Judiciary Committee.

In his decision adjudging alleged Cleveland gamblers Morris Kleinman and Louis Rothkopf not guilty of contempt of Congress, U. S. District Judge H. A. Schweinhaut upheld their refusal to answer any questions put to them during the height of the Kefauver Crime Committee hearings in March, 1951 [B•T, April 2, 1951].

Both men claimed that their constitutional rights would be violated if they were compelled to testify while TV cameras, radio microphones, newsreel cameras and lights and other "apparatus" were in operation.

Judge Schweinhaut termed the issue "simple in its nature and simple in its solution." He said:

> **The only reason for having a witness on the stand, either before a committee of Congress or before a court, is to get a thoughtful, calm, considered, and, it is to be hoped, truthful disclosure of facts. That is not always accomplished, even under the best of circumstances. But at least the atmosphere of the forum should lend itself to that end.**
>
> **In the cases now to be decided, the stipulation of facts discloses that there were, in close proximity to the witness, television cameras, newsreel cameras, news photographers with their concomitant flashbulbs, radio microphones, a large and crowded hearing room with spectators standing along the walls, etc. The obdurate stand taken by these two defendants must be viewed in the context of all of these conditions. The concentration of all of these elements seems to me necessarily so to disturb and distract any witness to the point that he might say today something that next week he will realize was erroneous. And the mistake could get him into trouble all over again.**

". . . . It cannot be said that for John, who is a good man, one rule applies, but for Jack, who is not a good man, another rule applies."

Defendants waived a jury trial. According to law, Judge Schweinhaut's ruling cannot be appealed to a higher court.

The appearance of Messrs. Kleinman and Rothkopf came after telecasts of the Kefauver Crime Committee hearings had attracted nationwide attention. In one case, on the objections of reputed gambler Frank Costello, the TV cameras were focused on his hands, but microphones remained "open" during his testimony before the committee.

Messrs. Kleinman and Rothkopf, however, refused to answer any questions while the broadcast apparatus, newsreel and photographic equipment were in operation. They persisted in this refusal even though TV cameras were aimed only at the committee and its counsel.

In a memorandum submitted to the Court by Assistant U. S. Attorney William Hitz, it was pointed out that the U. S. Court of Appeals in February of this year upheld the right of the Kefauver Committee to permit TV-radio and newsreel equipment for coverage. In *U. S.* v. *Moran,* the appellate court upheld a conviction for perjury. Rebutting the defense argument that the Kefauver Committee was not "a competent tribunal" in the legal sense, the Court said:

". . . nor was the hearing so lacking in decorum because of microphones, television cameras and photographers that it cannot be regarded as 'a competent tribunal.'"

Cites California Ruling

Mr. Hitz also called attention to a California murder conviction which was upheld by the U. S. Supreme Court last April. In *People* v. *Stroble,* Mr. Hitz pointed out that the California Supreme Court held that television scenes in the court room during Mr. Stroble's trial for murder was not prejudicial error.

Last March, Speaker Rayburn "ruled" that House rules did not permit the broadcasting or telecasting of committee sessions. He issued his ban based on his "interpretation" of the House rules of procedure.

In May, Sen. McCarran introduced a resolution (S Res 319) to ban radio and TV from covering Senate committee sessions. No action was taken last Congress.

The House of Delegates of the American Bar Assn., last March, passed a resolution recommending a ban on the broadcasting and telecasting of court trials and committee hearings [B•T, March 10]. This was followed by a similar stand by the New York State Bar Assn. Three states have passed laws prohibiting the broadcast media from covering court and legislative sessions — New York, Wisconsin and Georgia. Latest to make known its opposition to radio-TV coverage was the Federal Bar Assn. [B•T, Sept. 29].

17 OUT OF 18
PREFER WDAY, FARGO!

According to an independent survey made by students at North Dakota Agricultural College, *17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station.* 3,969 farm families in the rich Red River Valley were asked, "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's *great radio buys,* serving one of America's *great farm markets.* Write direct or ask Free & Peters for the facts!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Firmly Anchored!
WREC

Prestige and listener-preference give WREC advertisers an anchor to get a firm hold on this great $2,000,000,000 market. Planned, high quality programming keeps a steady audience of interested listeners. (WREC has the highest Hooper rating of any Memphis Radio Station). Yet, the cost is actually 10.1% less per thousand listeners than in 1946. Tie up your sales program in the Mid-South by keeping your sales message on the station your customers prefer—WREC.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS

KBKO CONTROL

Allen, Kelly Take Over

W. GORDON ALLEN, president of Oregon's Beaver Network, and Thomas P. Kelly, commercial manager of KGAE Salem, Ore., have taken over management of KBKO Portland from Mercury Broadcasting Co. following FCC approval more than a fortnight ago of their purchase for $26,800 of controlling interest in KBKO [B•T, Sept. 29].

Mr. Kelly will be in charge of KBKO, which plans new call letters and studio location. Chuck Wheeler, KGAE account executive, is new KGAE commercial manager. These two outlets, plus KGAL Lebanon, are Beaver Network stations. A fourth, KSGA Redmond, began operations last Wednesday (see story, this page).

Mr. Allen owns stock in all four properties, including 216 of 425 shares of KBKO. Mr. Kelly has 105 of total shares.

Feature of the Week

(Continued from page 16)

before are now bankrolling the program.

A survey of the city showed 60,000 Negroes in the Boston metropolitan area. To interest this group of listeners the station engaged Sabby Lewis, popular New England colored band leader as the first colored disc jockey in the area. His one-hour daily program is paying off in sponsorship. Other programming, directed to the Negro audience, has been added.

Arrangements were made with Estelle M. Sternberger, of WLIB New York, first recipient of the Albert Einstein award, to tape a special *You and the News* analysis for the station. After Labor Day a local *Charm School of the Air* was inaugurated. Also planned with another Greater Boston personality is a program which revolves around Bob Emery of "Big Brother" and "Small Fry" fame.

Mr. Furman believes that the increase in billings since he took over as manager of the station is a direct result of the aggressive attempt to place WBMS in a unique spot in the Boston area. Every independent station, he feels, "has a golden opportunity today. It can keep the cash register humming, in spite of keener-than-ever competition from network radio and television.

"The success we have had with our program innovations can be duplicated anywhere," Mr. Furman believes, "if the independent station will look in its own backyard for ideas that will attract listeners in its particular area.

"Where there are listeners," he concludes, "there are sponsors." The record has proved Mr. Furman's point.

One Bumper Crop
On Top of Another
Makes WIBW Listeners Rich

RIGHT on top of the largest wheat crop in Kansas history comes the U.S.D.A. estimate of a corn crop about 20% higher than last year. Guaranteed prices insure WIBW listeners their 12th year of skyrocketing income . . . spendable CASH.

Make no mistake about it, these extra-rich farm families *are* WIBW's audience. They listen to us most* because we're THE FARM STATION for Kansas.

What's more, they ACT on our recommendations. You get fast sales action right through your local dealers. Let us prove it with RESULTS FOR YOU.

* *Kansas Radio Audience 1952*

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
NEBR. IA. KANS. MO. OKLA. ARK.
CBS RADIO
TOPEKA, KANSAS

Rep. Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

GILMORE RESIGNS

As WBIG Greensboro Officer

RESIGNATION of Aileen Gilmore as secretary-treasurer and office manager of the North Carolina Broadcasting Co., licensee of WBIG Greensboro [B•T, Oct. 6], was accompanied by praise from the station for her "recognition of WBIG's obligation to the community."

Miss Gilmore has not announced plans. She joined WBIG in June 1945, was elected secretary in January 1947 and was made treasurer in February 1949. She previously was bookkeeper and office manager for Commonwealth Hosiery Mill, Randleman, N. C., Stedman Mfg. Co. and P & P Chair Co., Asheboro, N. C.

HEARING ASKED

On WWDC-FM License

REVERSAL of FCC order dismissing protest by Transit Riders Assn. Inc., Washington, against renewal without hearing of WWDC-FM Washington license was asked Monday in U. S. Court of Appeals, District of Columbia.

The association asks the court to require the FCC to hold public hearings on the license renewal application of WWDC-FM, which was granted such renewal without hearing July 10. The U. S. Supreme Court ruled May 26 that the D. C. Public Utilities Commission was within its rights in permitting radio programming for buses operated in the nation's capital [B•T, June 2]. This decision reversed an appellate court ruling holding riders were deprived of liberty without due process of law [B•T, June 18, 11, 1951].

TRA argued Sec. 309 (e) of the Federal Communications Act provided for filing of protests against applications for broadcast licenses by "any party in interest." Carl L. Shipley, TRA attorney, contended TRA is a legitimate party in interest, citing separate FCC opinions supporting its view.

Claude N. Palmer, TRA president, said the group includes about 500 trolley and bus patrons. The petition was described as "but one phase of a continuous and vigorous drive to free the captive audience."

KSGA MAKES BOW

On 1240 kc in Redmond

KSGA Redmond, Ore., 250 w on 1240 kc, went on the air Wednesday. The station is owned by W. Gordon Allen and Harold C. Singleton, doing business as the Redmond Broadcasting Co.

Mr. Singleton is chief engineer of KGW Portland, Ore., and part-owner of KTEL Walla Walla, Wash. Mr. Allen also operates KGAL Lebanon and KGAE Salem, Ore., and reportedly has just received FCC approval of the transfer of control to him of KBKO Portland. Gil Lieser, formerly with KBMY Billings, Mont., is manager of KSGA. Al Horton is KSGA chief engineer.

Strictly Business

(Continued from page 16)

Monday night I did a sportscast for the first time in my life." Mr. Kelley was with KFDA until January 1949, when he joined the sales force of KTSA San Antonio.

In August 1950, Mr. Kelley became a local salesman for KEYL (TV) San Antonio, which then was a DuMont Television Network affiliate. He was in charge of network, local, national and regional from March 1951 through June 1952. In November 1951, the station was purchased by the Fort Industry Co., now the Storer Broadcasting Co.

Mr. Kelley's present duties include the handling of network sales and schedules, and all national and regional and spot sales. KEYL is affiliated with CBS-TV, ABC-TV and DuMont.

Wherever Mr. Kelley has gone, he has been active in civic affairs. San Antonio is no exception. He is a member of the board of directors, San Antonio Advertising Club and chairman of the Lion's Club publicity committee.

Although born July 14, 1918, in Jersey City, New Jersey, Mr. Kelley now considers himself a Texan. "There's no place like Texas," says Mr. Kelley, talking like a native son. "I have four or five poll tax receipts to prove my loyalty. Mention the tidelands issue and I'll argue long and loud as the native Texan. Greatest place on earth, this San Antonio, for a golf enthusiast . . . it's a year-round activity here."

Mr. Kelley was married Dec. 2, 1950, to Victoria Rotherham, who lived directly across the street from him in Jersey City for many years.

His hobbies are golf and bowling and he nurses an ambition to someday own a sailboat. He doesn't think even his Texas colleagues will mind if he still clings to his loyalty to the New York Giants baseball team.

Mr. Kelley proudly tells you of his color movies of bull fights in Mexico—"the fight from start to finish," then adds, jokingly, "Sorry, they're not available for TV."

ON inspection tour of WNAX Yankton, S. D., are (l to r) Luther Hill, publisher, Des Moines *Register & Tribune;* Robert R. Tincher, WNAX general manager, and Gardner Cowles Jr., publisher, *Look* and *Quick* magazines. Mr. Cowles is president and Mr. Hill is executive vice president of the Cowles Broadcasting Co., which operates WNAX.

GOVT. DISCOUNTS

Toronto Assn. Urges End

END of the special 260-time rate for Canadian government advertising is being recommended by the Radio Station Representative Assn. of Toronto, to stations represented by the member firms. This was decided at a station representatives meeting last week at Toronto. It follows the action already taken by a number of western Canadian stations. Originally the stations gave government business a special discount to foster more radio advertising by government departments. Because this did not develop western stations now handle government advertising in the manner of any other sponsor.

The representatives also are investigating via the Canadian Assn. of Broadcasters, how small market stations can set up economically their own editorial policy broadcasts at the local level.

'IRISH' NETWORK

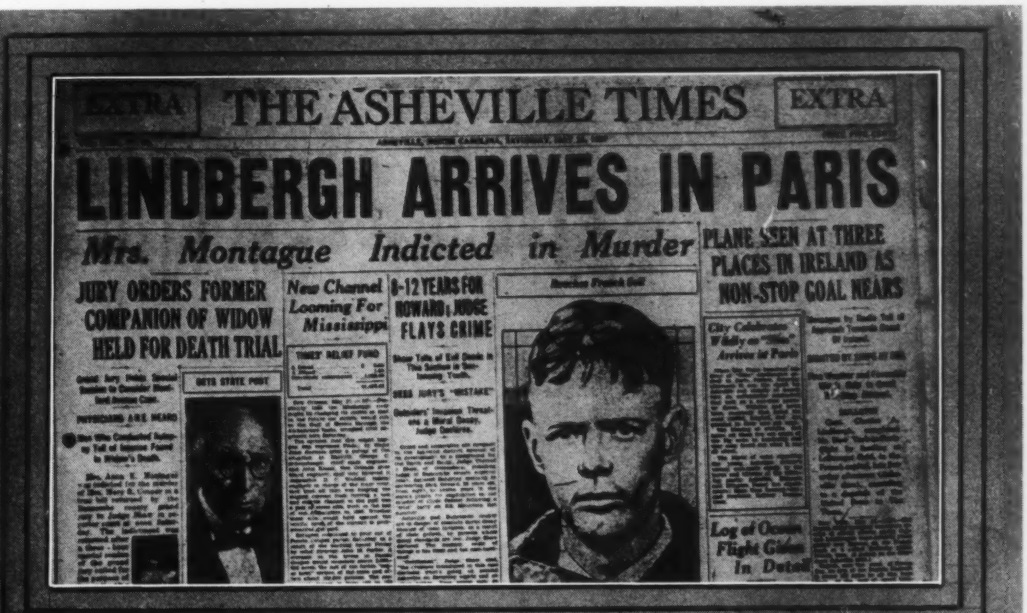
Now Numbers 88 Stations

IRISH Football Network with 88 stations is claimed to be the largest specialized network in the nation, according to AT&T. Play-by-play accounts of Notre Dame grid games originate with WSBT South Bend and are carried from coast-to-coast, to Hawaii and Alaska, and, via the Armed Forces network, to servicemen overseas.

Mr. Boland

Joe Boland, WSBT's sports director, conceived and built the five-year-old network. Mr. Boland handles both the business phases of the network and the play-by-play broadcasts.

Stations contracting for the service buy a single "low-priced" package broadcast cued for local sale. Each station handles its commercials from its own studios. The package price in most cases includes costs to each station's control board.



EXTRA THE ASHEVILLE TIMES EXTRA

LINDBERGH ARRIVES IN PARIS

Mrs. Montague Indicted in Murder

JURY ORDERS FORMER COMPANION OF WIDOW HELD FOR DEATH TRIAL

New Channel Looming For Mississippi

8-12 YEARS FOR HOWARD; JUDGE FLAYS CRIME

PLANE SEEN AT THREE PLACES IN IRELAND AS NON-STOP GOAL NEARS

Log of Ocean Flight Given In Detail

25th ANNIVERSARY

DO YOU REMEMBER ?

The tense moments of waiting . . . the question on everyone's lips . . . "will he make it?" Yes . . . "Slim" Lindbergh set a new epoch in aviation when, all alone, he challenged nature my flying the Atlantic in the "Spirit of St. Louis" . . . a plane which today would be felt unsafe for even a take-off. Yes . . . Do You Remember? We do . . . for that was the year WWNC was born.

We at WWNC, where key personnel can boast 126 years combined service on this one station, invite you to look at the Asheville area. Look, too, at WWNC, the station that is truly the "voice of Western North Carolina" and has been for a quarter century. The loyalty of the WWNC listeners is evidenced by the Station's 12- county 50-100% penetration, as measured by BMB —over 84% of all radio homes.

5000 WATTS WWNC DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Merrill's Post Keyed to Election

(Continued from page 25)

nominee, if successful, would prefer to retain him.

The next FCC term to expire after those of Chairman Walker (1953) and ex-Comr. Jones (1954) is that of Comr. Hennock (1955). She is an ardent New Dealer and champion of educational TV reservations. It is assumed a Republican President would choose to name another should there not already be four Republicans on the Commission at that time.

Comr. Webster's term expires in 1956.

The present term of Vice Chairman Hyde expires in 1959. With FCC and its predecessor, the Federal Radio Commission, since 1928 and a Commissioner since 1946, he is considered a likely choice for the Chairmanship should the Republicans win in November. Another Chairmanship possibility, of course, is Republican Comr. Sterling, whose term expires in 1957.

Within hours after President Truman's announcement on Monday of Mr. Merrill's appointment, the latter paid a courtesy call upon Chairman Walker at the Commission. He was again at the Commission on Thursday for conference with the Chairman and other members of the Commission to arrange his affairs and transfer.

The President, announcing the Merrill appointment at Salt Lake City, declared:

> **This morning I signed a paper appointing to the FCC a distinguished resident of your state, Eugene H. Merrill. I thought you might be interested in that, because I understand that Mr. Merrill's father was a member of the board of this university. Of course, that was good recommendation for him, as far as I was concerned. . . .**
>
> **Mr. Merrill might be surprised at the big thick file that we went over, before appointing him. But I don't want you or him to worry—his file is fine.**

Mr. Merrill's name has come up several times before when the President was understood to be considering filling vacancies on the FCC. He was a prospective appointee even as early as the time a fellow Mormon, Comr. Hyde, was considered and selected.

Engineer by Profession

Mr. Merrill by chosen profession is an engineer. He was graduated in 1932 from the U. of Utah as a mining engineer. In 1935 he became chief engineer of the Utah Public Utilities Commission, his first case involving an investigation of the rates, property values and operation of the Mountain States Telephone & Telegraph Co.

In 1940 he became president of the National Conference of Public Utilities Commission Engineers and from 1941-45 was consulting engineer to the Utah Public Utilities Commission.

Just prior to Pearl Harbor Mr. Merrill joined the Office of Production Management, aiding in the organization of its successor, the War Production Board. He was assigned to communications, including radio, telephone and telegraph. Radio later was separated from his responsibilities, and he then devoted full attention to telephone and telegraph until the end of the war.

In 1945 Mr. Merrill was assigned overseas for the Foreign Economic Administration, first to Austria as a power consultant and then to Germany as deputy and next acting chief of communications. His duties included allocation of radio frequencies for the occupation forces and civilian population among the other broad fields of communication. Provisions for television were involved.

Joined NPA

He returned from Germany to Washington in 1950 to join Gen. William H. Harrison's National Production Authority and aid in its establishment. He headed up a group of materials experts allocating such basic items as steel, copper and rubber.

Although he refuses to commit himself as to his future philosophy when serving with FCC, Mr. Merrill firmly believes "government is for the people."

"Those who hold government positions," he said, "should devote all their energies to what is for the benefit of the people. The Democratic party in Utah and the U. S. is sympathetic to the welfare of the people. Those we name on national tickets are interested in the same philosophy. . . . I am an admirer and supporter of President Truman, the Administration and Governor Stevenson."

X BALLOT

In popularity vote lies our fame.
We're a hard-to-beat candidate*—
To build sales for you is our aim
In the 7th New England State.

WTAG
AND WTAG-FM BASIC CBS

the 7th New England State
VT.
N.H.
MAINE
WTAG WORCESTER
MASS.
CONN.
R.I.

* Year after year—
voted No. 1 in
New England's
third largest
market.

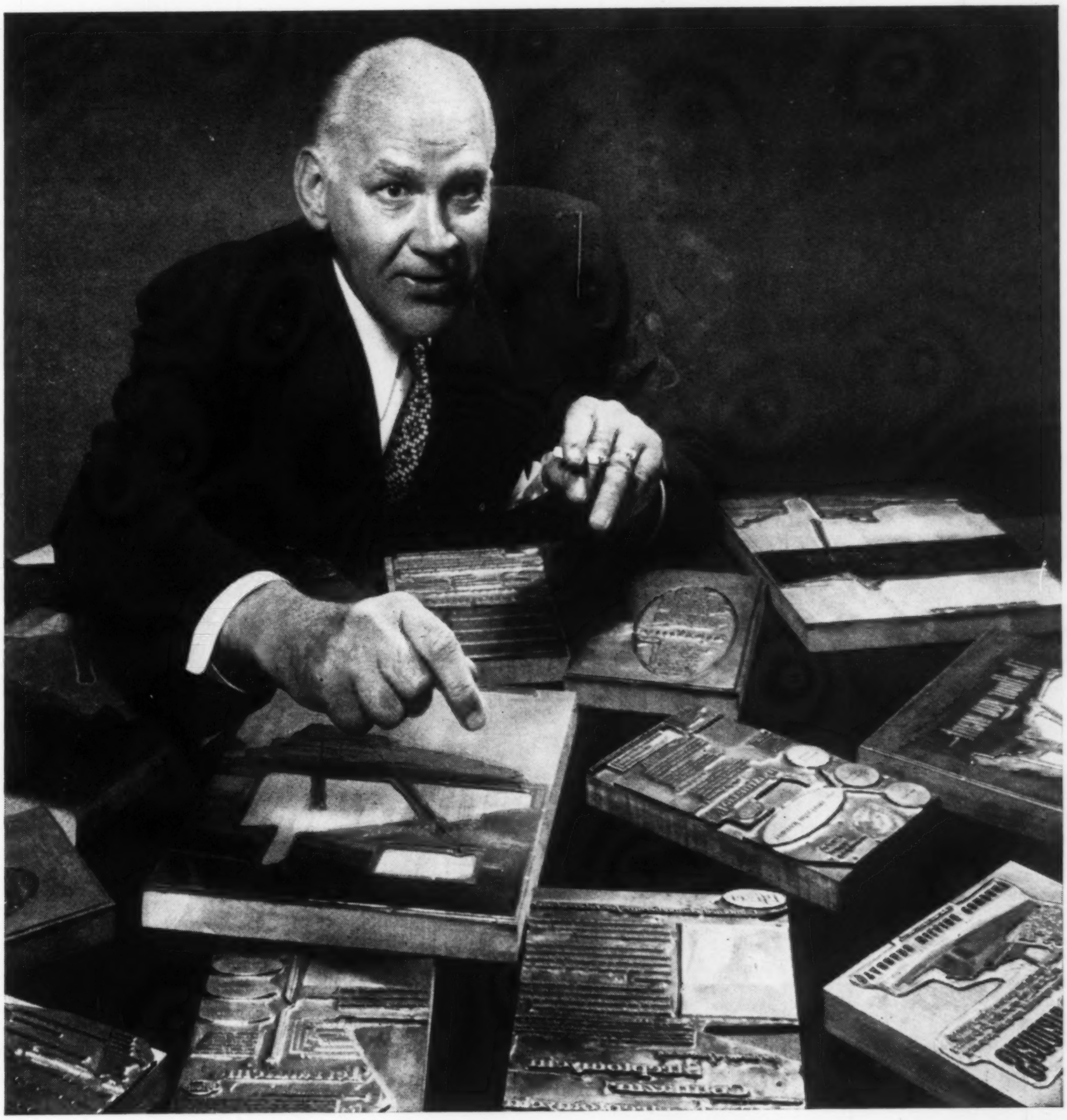
WORCESTER, MASS.
Register your vote with Raymer

CBC BOARD MEET

Set for Ottawa, Nov. 6-8

POWER increases and share transfers top the Nov. 6-8 public sessions scheduled by Board of Governors of the Canadian Broadcasting Corp., at Ottawa. Power increase from 5 kw to 10 kw on 1220 kc, is requested by CKCW Moncton. Power increase and frequency change is asked by CKRS Jonquiere, from 1240 kc to 590 kc, and from 250 w to 1 kw.

CJNT Quebec requests a change in license from English-language to French-language. CHNO Sudbury wants a supplementary transmitter of 250 w on 900 kc to operate with the present CHNO transmitter's 1 kw on 1440 kc. Share transfers are asked by CKLS La Sarre, CJAD Montreal, CKNW New Westminster, CJEM Edmundston, CJFX Antigonish, and CHAB Moose Jaw. Emergency transmitter licenses are requested by CFJR Brockville, and CKY Winnipeg.



"We want speed at any price ...yet we use the cheapest air service!"

—Richard E. Crowe, President, Globe Electrotype Company

"We ship electrotypes to publications all over the country—from 30 to 300 in a single day. That's a lot of deadlines!

"We've made it a rule to specify Air Express.

"When Air Express started in 1927, we were among its first customers. We've used it ever since. And, in all that time, we've NEVER HAD ONE SINGLE KICK on an Air Express shipment! That's quite a record, and I've checked it with our people here.

"We've tested other air services. Air Express is consistently faster and more dependable. AND COSTS LESS! On most of our shipments, Air Express rates are the *lowest,* by a few cents to several dollars. Those differences add up to thousands of dollars in a year's shipping.

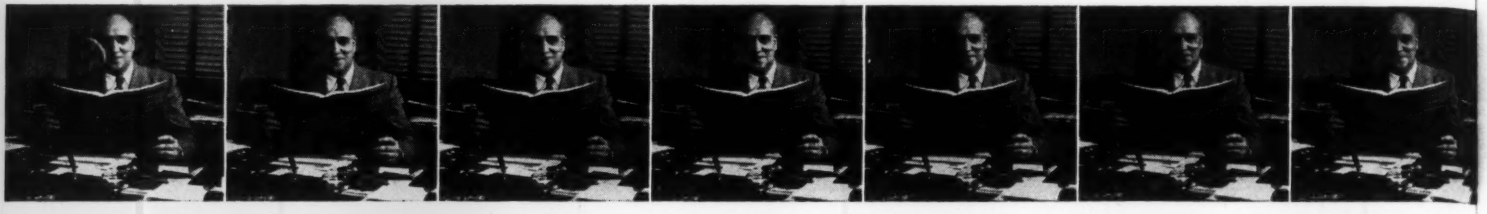
"I would advise anyone who is confused about shipping claims to test Air Express and keep a record of results. It convinced us."

AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency
1952—our 25th year of service

again...and again...and again



Frank Silvernail, BBD&O

day in...day out...the

Frank Coulter, Young and Rubicam

Broadcasting Yearbook*

* Circulation 17,000 — Advertising Deadline No

is used by the

Stanley Pulver, Lever Brothers

buyers who place

George Kern, Geyer Advertising

time on your station

Charles Wilds, N. W. Ayer

ne November 20 ● Covers Every Timebuyer of Radio Consequence

XUM

WSYR 'Special Report'

JEAN MASON, promotion department, WSYR-AM-FM-TV Syracuse, dropped by a neighboring office, saw a bulky envelope bearing the address, Hewitt, Ogilvy, Benson & Mather. Miss Mason thought the envelope should have been mailed out that morning and hurriedly mailed it. Later Dorothy Whitney, of the WSYR sales department, began looking for her lunch—a mystery until Miss Mason and Mrs. Whitney began comparing notes on a description of the wrapper containing the lunch. Miss Whitney hopes the agency man who receives the "report" will be having one of those days when he is too busy to break away from his desk for a bite to eat.

ABC-UPT

Initial Decision Expected Early Next Month

IF initial decision by FCC Hearing Examiner Leo Resnick comes out early in November, as expected, it is possible that the merger of ABC and United Paramount Theatres Inc. may be an accomplished fact before the end of this year.

Last of proposed findings was submitted to the Examiner last Monday by the FCC's Broadcast Bureau [AT DEADLINE, Oct. 6]. The Broadcast Bureau recommended that the merger be denied and also the licenses be revoked of Paramount Pictures' KTLA Los Angeles, UPT's WBKB and the DuMont-owned TV stations in New York (WABD), Washington (WTTG) and Pittsburgh (WDTV).

General approach by the Broadcast Bureau was that the licensees were not qualified to operate broadcast stations because of their antitrust history and also the merger would not be in the public interest.

DuMont is involved because of its alleged control by Paramount Pictures, according to the Broadcast Bureau. Paramount Pictures owns 29% of the DuMont firm.

Similar position regarding the merger was taken by DuMont in its proposed findings filed Oct. 3. It also asked the Examiner to disregard the Commission's order instructing him to eliminate all evidence in the record concerning antitrust violations of the principals which occurred before August 1948.

ABC and UPT filed a joint recommendation setting forth reasons for approving the merger. Paramount Pictures also filed proposed findings favoring the renewal of licenses of its owned stations [B•T, Sept. 29].

Also involved in the Paramount case is the sale of WBKB (TV) Chicago from the merged American Broadcasting-Paramount Theatres Inc. to CBS for $6 million. ABC already owns WENR-TV there.

After an initial decision is issued, parties in the case may file within 20 days exceptions with the Commission and ask for oral argument.

Because the Commission has indicated its desire to speed a final decision, it may be presumed oral argument would be scheduled within a week after the 20-day period. There has been some talk that FCC might shorten the period by announcing meanwhile that it would hold oral argument if requested on the 21st day.

There is no set time for the Commission to act after oral argument. However, most observers believe that it will issue a final decision within a week or 10 days following oral argument. This would make it the first week in December.

'FREE' LABEL

FTC Members Demur

FTC's blanket prohibition against use of the word "free" in broadcast and published advertisng claims evoked stern criticism from the agency's newest member last week.

Albert A. Carretta, sworn in as a Federal Trade Commissioner earlier this year, challenged FTC's interpretation as unreasonably restrictive in an order involving a New York businessman. Comr. Lowell B. Mason joined him in the dissent.

Comr. Carretta agreed largely with FTC's ruling in this case but objected to the form of the order. Advertisers generally have been put on notice, through their advertising agencies, that use of the word in connection with ad claims is frowned upon [B•T, May 26, April 14].

"In my opinion, what we should do is to put only such limitation on the use of the word 'free' as may be necessary to prevent its deceptive use," Comr. Carretta asserted.

FTC rests its belief on an administrative interpretation published in February 1948 and upheld by the U. S. Court of Appeals. The U. S. Supreme Court later refused to review the instant case, thus affirming the statute. Better Business Bureaus in major cities, aware of these decisions, also have been viewing ad claims.

Comr. Carretta's deviation from Commission thinking was first revealed by the majority in the Book-of-the-Month case last May.

FTC's order last week was directed at Fred Schambach, New York, who assembles music boxes and sells or distributes them.

Wherever you
Go there's
Radio

You're riding a winner on WGR... for it's the most listened-to radio station throughout Western New York, Northwestern Pennsylvania and Ontario.

ONTARIO
WESTERN NEW YORK
NORTHWEST PENNSYLVANIA
WGR
55

CBS Radio Network

Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

The words are new, the tune is old—
But when the singers get too bold,

It's time to say, "STOP THE MUSIC!"

A virulent campaign of antitruck propaganda has been directed to the newsrooms of press and radio in recent months. Its sources are cleverly concealed. Even so, most editors and commentators have recognized it for what it is, and have quietly buried it in the wastebasket.

A Senate Committee investigating an earlier antitruck campaign using similar tactics had this to say:

> **"It is perfectly legitimate for any industry to get its point of view before the people of the country. *Criticism can only arise when material originating from the railroads is not so designated.* Railroads being a public utility, the public has the right to know the source of any information concerning them in order to evaluate properly the extent to which such information may be biased."**

Railroad campaigns against trucks are nothing new. But the railroad interest never comes out in the open, so it can be identified as the source of the noise. The same Senate Committee recognized this fact when it reported:

> **"Railroads and railroad associations have spent large sums in lobbying for antitruck legislation. Seldom revealing their true role, they have worked 'under cover' behind the fronts of taxpayers' groups, transportation associations, safety councils, and other organized groups. Among the measures thus secretly sponsored have been laws increasing taxes on trucks, limiting the size and weight of trucks and trailers, and tightening insurance and license requirements. Material furnished free to newspapers and supposedly coming from a disinterested source gave wide publicity to the railroads' point of view. Research studies presented as the work of impartial engineers or taxpayers' groups, but actually financed by the railroads, purported to show the damage done to highways by trucks and the inadequacy of taxation on trucks."**

The current antitruck campaign has merely written some new lyrics for the same old discordant tune that occasioned these quotes. But the message and the tactics of the singers are the same. And they're wearing the same old false faces as they chant their hymn of hate. We trust that no one will be taken in by the noise!

ANY NEWS ABOUT TRUCKS you get from us is clearly identified with our own name. We're not "*anti*"-anything—we're *for* the best service we can give to the nation's producers, distributors and consumers. If you want facts about the trucking industry, we and our 51 member associations stand ready to help you. You'll be amazed to find out how important trucks have become to the continuing prosperity of every community—including yours!

JOHN V. LAWRENCE, *Managing Director*
American Trucking Associations, Inc.

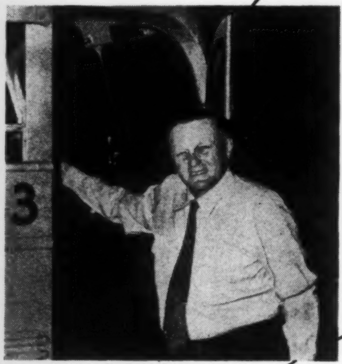
AMERICAN TRUCKING ASSNS., INC.
ATA

American Trucking Industry

American Trucking Associations, Washington 6, D.C.

MILWAUKIE, center of a vast lumber industry and growing neighbor of Portland, is the site of many new industries. Diversified agricultural area in the Milwaukie district supplies much produce to Metropolitan Portland. Only five miles from Portland's city center, Milwaukie is fast expanding as a residential district and has complete shopping facilities for every need.

MAYOR Fred Sperr, Milwaukie businessman, says, "It is indeed gratifying to our city to have KGW take an interest in our area. We all feel that this interest typifies the spirit of this great station during its long public service span. We know KGW will continue to serve us best of all Northwest radio."



THE People's Choice* IN PORTLAND OREGON

In newspaper parlance "30" means the end of a story but with KGW it means the beginning of many stories. In our 31st year of continuous service in the nation's 30th largest city where nearly 100 per cent of the metropolitan area homes have radio, KGW offers the utmost in day-in day-out listener loyalty.

KGW's radio penetration in the Oregon-Southwest Washington area is a factor of such overwhelming importance that you, as an advertiser, cannot afford *not* to use KGW to sell your product.

KGW alone gives truly full coverage to this area. It gives you the maximum degree of customer saturation and will never be displaced in this regard.

"Plus" service with Portland's pioneer station at that highly desirable low frequency of 620. You're truly in the "know" when you buy "six-two-oh"!

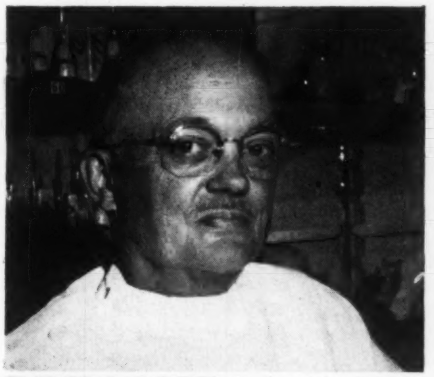
KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

THEY "KNOW" SIX-TWO-OH IN MILWAUKIE



DRUGGIST Vern C. Conwell, Milwaukie Pharmacy, reports, "KGW's merchandising promotion and general interest in our community is a great asset to all business people. We know KGW and have enjoyed its great public service more than thirty years."

BUSINESSMAN H. W. Berry, District Manager of the International Harvester Company plant near Milwaukie, states, "Our company realizes the tremendous potential of the Portland area. We have recently completed a million dollar plant here to back our faith in the continued growth of the Northwest.

GARAGE OWNER

Leonard B. Mullan of Mullan's Milwaukie Garage, asserts, "Our community relies on radio to bring us entertainment and news. For more than 30 years we've relied on KGW for the best in this field. Truly the 'People's Choice' in Milwaukie."

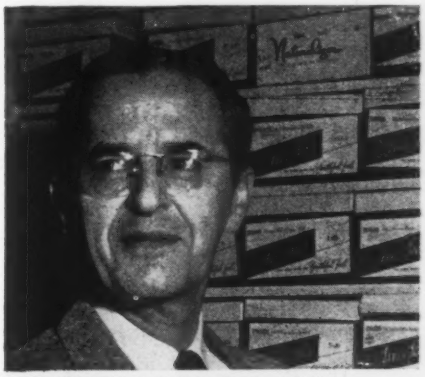
BANKER A. H. Zander, president of the First State Bank of Milwaukie, reports, "I have been in the Milwaukie banking business for more than 40 years, and have had the opportunity to watch KGW grow.

Milwaukie...

serving a retail trade area of more than 35,000 persons, and center of continued industrial and residential growth, acclaims KGW as the "Choice" radio medium in the Portland area.

MILWAUKIE
Milwaukie
Beaverton
Oswego
Gladstone
Tualatin
Lents
Gilbert

GROCER Clyde Basler, owner of the independent Price-Rite Grocery in Milwaukie, states, "For best results KGW is the choice. We have seen increases of 30 to 45 per cent on products when they are KGW-advertised."



SHOEMAN C. H. Nickles, owner-operator of Nickles Buster Brown Shoe Store of Milwaukie, asserts, "For fastest reaction on special sales or day-by-day advertising, KGW brings you results that count."

Congress May Restudy Politicalcasts

(Continued from page 27)

questionnaires to be sent to radio-TV stations and other media.

The questionnaires will request information from broadcasters on what candidates have purchased time, amount of time, and general station practices, Paul Cotter, general counsel for the subcommittee, told BROADCASTING • TELECASTING last Thursday. They will be sent to as many stations as possible and political groups as well within the next fortnight, he added.

The subcommittee, headed by Sen. Guy Gillette (D-Iowa) until his recent resignation, comprises Sens. Thomas C. Hennings Jr. (D-Mo.), Robert C. Hendrickson (R-N. J.) and A. S. (Mike) Monroney (D-Okla.). Industry officials testified last spring when hearings were held. One suggestion was that blocks of time be set aside for political broadcasts.

Situation 'Desperate'

Sen. Gillette terms the present situation "desperate" and feels that both parties are able to spend far in excess of amounts limited by the Hatch Act. Political committees must confine their expenditures to $3 million. Corporations and labor groups are prohibited under the Federal Corrupt Practices Act from making contributions to political candidates.

Meanwhile, there were varied reactions last week on the purported $2 million spot campaign announced by Ted Bates & Co. last month and "revealed" by the Volunteers for Stevenson. The original plan, encompassing radio and TV spots voiced in part by Gen. Eisenhower for use in crucial areas, was prepared for the National Citizens for Eisenhower Committee.

Officially, the Republican National had nothing to say on the reported plan or the Democrats' protests to FCC.

Privately, the Republicans claim the Democrats are spending more money for network programs, despite their claim that they must scrape the barrel.

There were reports that both the Democrats and GOP would hold up their spot campaigns until money-raising problems could be ironed out.

Aside from the purchase of nine half-hours on DuMont TV Network and a like number on CBS Radio—all by the Democratic National Committee—it was learned that the Democrats have three radio spot campaigns in the mill—described as regular, "grass roots," and rural. Use will be made of regional networks (Don Lee, Intermountain, Keystone). Films are in preparation for use by state committees.

Money problems also were pointed up in other ways:

- Stephen Mitchell, chairman of the Democratic National Committee, scored the GOP spot plan as a "step toward . . . dangerous monopoly"; said the Democrats would buy all the spots they could afford but had scaled down their original figure on time; claimed the party almost had to cancel broadcasts in 1948 for lack of funds; reported the Democrats "have come within an eyelash of having to cancel some of Gov. Stevenson's telecasts and broadcasts in this campaign."
- Joel T. Broyhill, GOP candidate for Congress from Virginia, charged that the Democrats had tried to do what they later condemned the Republicans for doing—buying up TV spots in closing days of the campaign. He scored the Democratic FCC protest as a "case of sour grapes."
- Gov. Stevenson himself chided the GOP for its so-called spot "blitz," and felt "this campaign is going to backfire." ("This isn't a soap opera, this isn't Ivory soap vs. Palmolive.") The spots, the Democratic Presidential nominee stated, will not help Americans "forget the Republican record."

Election returns coverage also was taking shape last week at the networks.

Signing of the Chevrolet Div. of General Motors and the Chevrolet Dealers of America to sponsor Mutual's all-night coverage of election returns on Nov. 4-5 [B•T, Sept. 29] was announced last week by MBS Sales Vice President Adolf N. Hult.

MBS plans to cancel all regularly scheduled programs except newscasts after about 7 p.m. EST on election night and present continuous coverage of the returns, with commentators stationed in key cities across the country to provide rapid tallies and commentary.

MBS Election Plans

Mutual's election headquarters in New York will be operated under the supervision of News Director Milton Burgh and Special Events Director Arthur Feldman.

Details of the Chevrolet sponsorship agreement were not disclosed, except that Mutual said the election coverage on more than 500 MBS stations would be presented "in cooperation" with the Chevrolet Div. and Chevrolet Dealers. Campbell-Ewald Co. is agency for both the division and the dealers.

The Chevrolet-MBS pact means that the election night coverage of all national networks—radio and TV—will be sponsored. Westinghouse is sponsoring CBS Radio's and CBS-TV's plus that of four DuMont TV Network stations; Philco is underwriting NBC radio and television coverage, while Ad-

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POLITICAL ADS

Dunlap Clarifies Policy

PAYMENTS made to a political party "indirectly in the form of paid advertisements or contributed radio and television time" are not deductible from income taxes, the Bureau of Internal Revenue reminded last week.

The bureau reiterated its policy in response to questions as to whether radio or TV time purchased by corporations may be deducted for tax purposes. Some firms have bought time or paid space, urging people to vote, on the theory that the expense is deductible, Tax Commissioner John B. Dunlap said.

Bureau policy forbids deducting of contributions for political campaigns "or other expenditures of a political nature," he explained. The rule governs direct contributions or indirect expenditures through advertisements, he added. The bureau will enforce the rule as it has in the past, Mr. Dunlap said [B•T, May 12].

Distinction apparently is drawn here between the practice of firms claiming deductions for certain institutional advertising, and that involving advertisements of a political nature. The issue had been raised on Capitol Hill earlier this year. Sen. Hubert Humphrey (D-Minn.) claimed that some firms have charged off political ads as institutional with the usual tax deductions.

→ Quality PLUS+++ makes GATES +++ a MUST →

PROOF OF PERFORMANCE PACKAGE

KIT SA-131

Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $448.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

miral is sponsoring that of ABC radio and TV.

In other developments:

- **All-night radio and TV campaign election eve will be conducted in North Carolina by N. C. Citizens for Eisenhower. Already selected by James Odell, public relations director of the committee, are WBT-TV Charlotte and WFMY-TV Greensboro, for television, and Tobacco Network for radio. Other stations are to be added for the program, running from 11 p.m. to 6 a.m.**
- **The GOP National Committee bought time for an address by Sen. Richard Nixon, Republican Vice Presidential candidate, on CBS-TV, and ABC radio Monday (today). Sen. Joseph McCarthy (R-Wis.) will speak on a nationwide radio-TV network Oct. 27.**
- **Gov. Stevenson will deliver network speeches in Salt Lake City Oct. 14 and Los Angeles Oct. 16—both on CBS Radio and DuMont TV. He also is scheduled for radio-TV dates in Chicago Oct. 21 and again Election Eve (Nov. 3).**
- **Midwesterners are contributing sums ranging from $1 to $50 to a special broadcast fund for Sen. McCarthy. The senator plans to give the speech in Chicago's Palmer House, and a committee is working to collect money for network radio and TV costs. Dinner tickets for the event are selling for $50.**
- **The New York *Post* reported that "tabulation of the first 1,000 contributions to the national Volunteers for Stevenson, in the *Post's* appeal for radio-TV campaign funds, has passed the $10,000 mark with hundreds of donations still to be counted." Roger L. Stevens, chairman of the Volunteers Finance Committee, said it meant "an extra hour of nation-wide radio and television time which will help Gov. Stevenson reach the American people with his message."**
- **Lack of communication facilities prevented radio broadcast of Gov. Stevenson's Fort Dodge (Ia.) speech on Saturday night, Oct. 3, CBS Radio has announced. But the network added it allotted Gov. Stevenson time at 10:35 p.m. that night to rebroadcast one of his earlier speeches to match free time assigned to the Republican candidates for a Wheeling, W. Va., broadcast.**

CONTRIBUTORS

Demos List Litvin, Spingarn

MRS. Fanney N. Litvin, FCC hearing examiner, and Stephen Spingarn, member of the Federal Trade Commission, are among recent contributors to the Democratic Party, it was revealed last week.

Report filed by the Democratic National Committee with the Clerk of the House showed that Mrs. Litvin contributed $100 on Aug. 18 and Comr. Spingarn $500. Report covers contributions from June 1 to Aug. 31, 1952.

Among disbursements reported by the committee were $19,030 for CBS-TV and $11,685.80 for CBS Radio network time charges for a simulcast Aug. 28; and various sums for recordings by NBC New York and Sound Studios, Washington, D. C., as well as for tapes by Magnecord Inc.

Additionally, the report showed miscellaneous expenses incurred by Frank E. McKinney, former chairman of the Democratic National Committee, for meetings to discuss raising money for radio and television broadcasts. The listings indicated that Mr. McKinney met on at least a dozen different occasions with radio-TV and political individuals to discuss money and other campaign problems.

A partial listing of the GOP National Committee report, showing radio-TV expenditures, appeared in a previous issue [B•T, Oct. 6].

NARTB MEMBERS

41 Added Since Aug. 28

FORTY-ONE stations have joined NARTB since Aug. 28, President Harold E. Fellows announced Thursday, supplementing the 43 stations reported that date. Mr. Fellows lauded work of William T. Stubblefield, station relations director, and William K. Treynor, West Coast representative.

A. C. Nielsen Co. has joined NARTB as an associate member.

List of stations joining since Aug. 28 follows:

KANS Wichita, Kan.; KBRZ Freeport, Texas; KBZY Grand Rapids, Minn.; KFUN Las Vegas, N. M.; KIYI Shelby, Mont.; KOSA Odessa, Tex.; KRMS Camdenton, Mo.; KSJO San Jose, Calif.; KTRM Beaumont, Tex.; WEVE Eveleth, Minn.; WPKN Montgomery, Ala.; WREX Duluth, Minn.; KMED Medford, Ore.; KTAC Tacoma, Wash.; KWJJ Portland, Ore.; KWIE Kennewich, Wash.; KGAF Gainesville, Tex.; KWSO Wasco, Calif.; KCHE Cherokee, Iowa; KFDR Grand Coulee, Wash.; KICD Spencer, Iowa; KSEM Moses Lake, Wash.; KSIG Crowley, La.; WCPS Tarboro, N. C.; WFMO Goldsboro, N. C.; KALT Atlanta, Tex.; KGAR Garden City, Kan.; KGBC Galveston, Tex.; KPRC Houston, Tex.; KSIJ Gladewater, Tex.; KSIW Woodward, Okla.; KSTB Breckenridge, Tex.; WHAR Clarksburg, W. Va.; WOND Pleasantville, N. J.; KGOS Torrington, Wyo.; KWOR Worland, Wyo.; WLOS Asheville, N. C.; KHUB Watsonville, Calif.; KIFM Phoenix, Ariz.; KXOB Stockton, Calif.; WCMB Lemoyne, Pa.

Safe Forced Landing

FORTUNATE escape from injury was reported when Bess Wyse, owner of KWBW Hutchinson, Kan.; her son, William Wyse Jr., and KWBW Manager Hal King made a forced airplane landing in a plowed field near Hutchinson Sept. 28 while they were returning from a business trip to Austin, Tex. Mr. King, who was piloting the four-seated plane, landed it without damage after the engine failed when the plane ran out of gas. Its faulty gas gauge had read 10 gallons.

ELECTRICITY USE

TV Boosts Utility Revenue

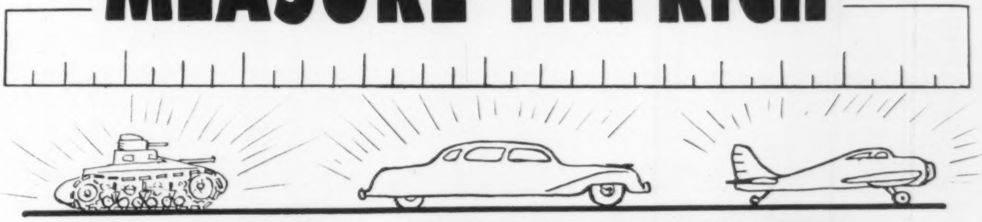
TELEVISION is boosting the electrical utility industry's revenues by more than $202 million a year, Dr. Charles B. Jolliffe, vice president and technical director of RCA, estimated last week.

Addressing a conference of utility executives, sponsored by Ebasco Services Inc. in New York on Monday, Dr. Jolliffe said that "present estimates place the added revenue to your utility industry, directly traceable to power consumption by television home receivers, at $200 million a year."

In addition to this, he said, "the estimated total of electrical consumption by television studios and transmitters in the U. S. approaches $2.5 million a year."

In the New York market alone, Dr. Jolliffe said, Consolidated Edison "attributes $12 million of its increase in revenues during the 12 months ended June 30, 1952, to home television usage."

MEASURE THE RICH



FLINT MARKET

Flint, Michigan, is America's largest General Motors plant city and has a buying income $1613.00 higher than the national average. More than half of GM's multi-million-dollar expansion program is now under way—in Flint. Defense contracts for Flint factories now total ½ billion dollars. . . . . Flint is STILL expanding its earning and spending ability. Sell the Big Flint Market through Flint's First Station—WFDF.

WFDF FLINT MICH.

910 Kilocycles

One of America's Pioneer Stations

OUR 31ST YEAR

BASIC

AMERICAN BROADCASTING COMPANY

Associated with WOOD and WOOD-TV

Grand Rapids—WFBM and WFBM-TV

Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

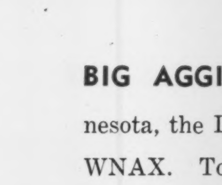
SURPASSED ONLY BY METROPOLITAN NYC AND CHICAGO . . .

Big Aggie Land– a countrypolitan market

IT'S A MARKET made cohesive by one radio station, reached by one station, sold by one station. One of the world's richest agricultural areas, Big Aggie Land's million radio families last year enjoyed an effective buying income of \$4.2 billion, spent \$3½ billion in purchases at retail. Only two areas spent more—metropolitan NYC and Chicago.

BIG AGGIE LAND is the 267 counties in Minnesota, the Dakotas, Nebraska and Iowa covered by WNAX. To the farmers and townspeople of Big Aggie Land radio is news, weather and farm data, entertainment and social life—and radio *is* WNAX. Radios are found in 97.3% of the homes; 80% listen to WNAX 3 to 7 times a week.

WNAX-570



YANKTON-SIOUX CITY

A Cowles Station

CBS Radio 570 KC 5000 WATTS

LATEST DIARY STUDY PROVES

Big Aggie Land dominated by WNAX

THIS YEAR, as in 1950, 1948, 1946, and 1945, Audience Surveys, Inc. conducted a listener diary study in 80 Big Aggie Land counties representing 5 states. Trends established in earlier studies continued in 1952. There are more radio homes (up 27%*); more sets in use (up 69.3% daytime, 32.6% night); higher WNAX ratings (up 50.7% daytime, 16.1% night); and bigger WNAX average audience (up 91% daytime, 47% night).

WNAX HAS THE TOP RATING in 97.3% of the 500 quarter-hours covered by the diary, up from 87.8% in 1950. On an overall share-of-audience basis, WNAX averages more than 3 times that of its nearest competitor. Locally produced shows account for 48% of the quarter-hours covered by the diary, with a 28% average-share-of-audience, fantastically high in view of the fact that 52 stations received mention in the study.

THE DIARY STUDY ** proves the unquestionable dominance of WNAX. Big Aggie Land is a rich, fertile area well worth your cultivation. One radio station, and only one station, delivers it—solidly. That's WNAX, where you belong to keep your sales up and yours sales costs down. Further information from The Katz Agency.

** All % comparisons express 1952 increase over 1945.*

*** For a copy, write Bob Tincher in Yankton, S. Dak.*

Big Aggie Land **WNAX** Represented nationally by The Katz Agency

editorial

Pat Analogy

THERE IS reason to predict that before long, miles and miles of Hollywood feature film will be made available to television.

No one can set the date on which the vaults will be opened to TV, but it may come sooner than most producers and exhibitors now anticipate. Here's why:

Because of television's voracious appetite for programming, the number of films produced especially for television is increasing and their quality improving. Quite obviously, the owners of theatrical film cannot, without suffering economic losses, hoard their property long enough to let the producers of special TV film tie up the television market. The owners of theatrical film will have to release it to TV before special TV film production gets much bigger than it is right now.

A lot of movie exhibitors feel that the opening of the film vaults will signal the closing of the exhibitors' tombs. Perhaps they would be less fearful if reminded of an analogous situation that arose and was satisfactorily resolved by radio and newspapers years ago.

When radio first became a dynamic force, the newspapers—fearing that radio's immediacy would kill the news business for them—demanded that the news services protect newspapers against radio. Several artificial restraints, ranging from outright denial of service to enforce delays in radio use of news, were tried by the wire services before it became plain that radio and radio news were here to stay.

Radio now has access to all the news that newspapers can get, and both radio and newspapers have survived handsomely.

Largely at the behest of movie exhibitors, the owners of theatrical film are trying the same dodge that the wire services tried at the behest of their newspaper clients. It is only a matter of time, and not much time at that, before the film situation arrives at the same resolution. We venture that both television and movies will survive.

Botched Blitz

THE PLAN of the Volunteers for Stevenson to terrify radio and television broadcasters into turning down spot announcements for Gen. Eisenhower has, it is a relief to report, been frustrated by the FCC, the arm of government which the Stevenson supporters hoped to harness to their shoddy purpose.

If the FCC had entertained the complaint of the Stevenson volunteers, it would have immersed itself in such squalid partisanship that none of its future decisions on any subject would have been above the suspicion of favoritism. Fortunately, the Commission rejected the complaint, an act of commendable, if not entirely typical, lucidity and courage.

One only hopes that the decision would have been the same if greater political pressure had been exerted on the Commission. As far as can be learned, the Stevenson volunteers received little or no support in their complaint from the regular Democratic Party or from the incumbent in the White House.

Despite the failure of the Stevenson admirers to inveigle a federal agency into playing party politics, the incident illustrates the precarious state into which traditional liberties can fall when a government regulates private industry. The danger is always present that an unscrupulous administration, acting through its FCC, could corrupt the two greatest mass media of communications into party organs.

Is this a neurotic or absurd anxiety? Not when one remembers that in this political campaign radio and television have been recognized by politicians on both sides as the principal avenues of approach to the electorate.

It will be increasingly difficult for politicians in the future to be wholly objective in regulating or establishing laws governing two such valuable instruments of political persuasiveness. The politicians in power will certainly not go out of their way to insure that the party out of power gets any special breaks on the air.

Whatever administration moves into Washington next January, broadcasters must be more alert than ever to protect the smattering of freedom that is left them.

Educated TV Pedagogy

GRADUALLY rational thinking about educational television is increasing. A spur to more of it came 10 days ago from Lester E. Cox, who is in an unusually objective position from which to view the problem.

Mr. Cox is a broadcaster, with substantial interests in KWTO Springfield, Mo., and KCMO Kansas City, and he is also a member of the Board of Curators of the U. of Missouri. Mr. Cox thinks it unlikely that many schools can make a go of non-commercial, educational TV stations and therefore if the theory of that kind of operation obtains, educational TV is destined to wither on the vine.

What schools should do (as his own U. of Missouri has done) is apply for commercial channels in competition with commercial applicants, and operate those they are granted as commercial enterprises, thus providing practical, rather than unreal, laboratories for students who want to go into TV professionally. Only that way can educational stations hope to support programming capable of attracting audiences. They would not get these assignments on a "reserved" basis, departing from every concept ever enunciated on use of public domain. The 242 reserved channel assignments logically would be thrown back into the competitive arena, to be used by successful applicants, whatever their walk of life, commercially or non-commercially, as they see fit.

Mr. Cox made his remarks to the annual meeting Oct. 4 of the Governing Boards of State Universities and Allied Institutions in Portland, Ore. Another educator-broadcaster, Michael R. Hanna, general manager of the Cornell-owned WHCU Ithaca, N. Y., also urged that schools approach TV with realism.

The degree to which professional educators have been influenced along less realistic lines was shown when, after hearing the sensible arguments of Messrs. Cox and Hanna, the assembly voted a resolution urging the FCC to extend the period of reservation for the non-commercial channels.

Eventually, we feel sure, the more practical view will prevail.

We must assume that educators are interested in getting the most effectiveness out of their teaching. The only way they can accomplish that purpose in teaching by TV is to establish their television on a sound and practical economic basis.

our respects to:

EUGENE HYDE MERRILL

IF THERE'S one thing Eugene Merrill likes, it's a chance to tackle a long-range job of appalling proportions.

Most of the experience of this newest member of the FCC has been along that line and it would be hard to find an organization more in need of a man who combines engineering, communications, electronics, allocations and regulatory background with a yen for achievement.

All those qualities accompany Mr. Merrill into the Commissionership, plus a working philosophy that will be equally helpful. It's inherent in him to work long hours, and hard. At Defense Production Administration, where he heads the Materials Branch, his daily routine starts at 7 a.m. He's generally first on the job at the government cathedral housing this vital defense operation, and he's usually among the last to leave—this in response to urgent pleadings by Mrs. Merrill and four hungry kids at their Arlington, Va., home.

Mr. Merrill, like Comr. Rosel Hyde (no relation, despite his middle name), is a Mormon. If there's a 142d cousin relationship anywhere, it could stem back to the new Commissioner's great grandfather, Orson Hyde, one of the original founders of the Mormon church in the 1840s who took the long trek to Utah. Oldest of the Merrill children is named Hyde in recognition of the famed empire builder.

There's a shock of blondish gray hair that quickly catches the eye of those who first meet Eugene Merrill. Decidedly on the fair side, he attributes the prominent grayish cast that made its appearance several years ago to his propensity for long office hours and an earnest desire to follow his creed—people in government jobs should devote all their energies to what is for the benefit of the people.

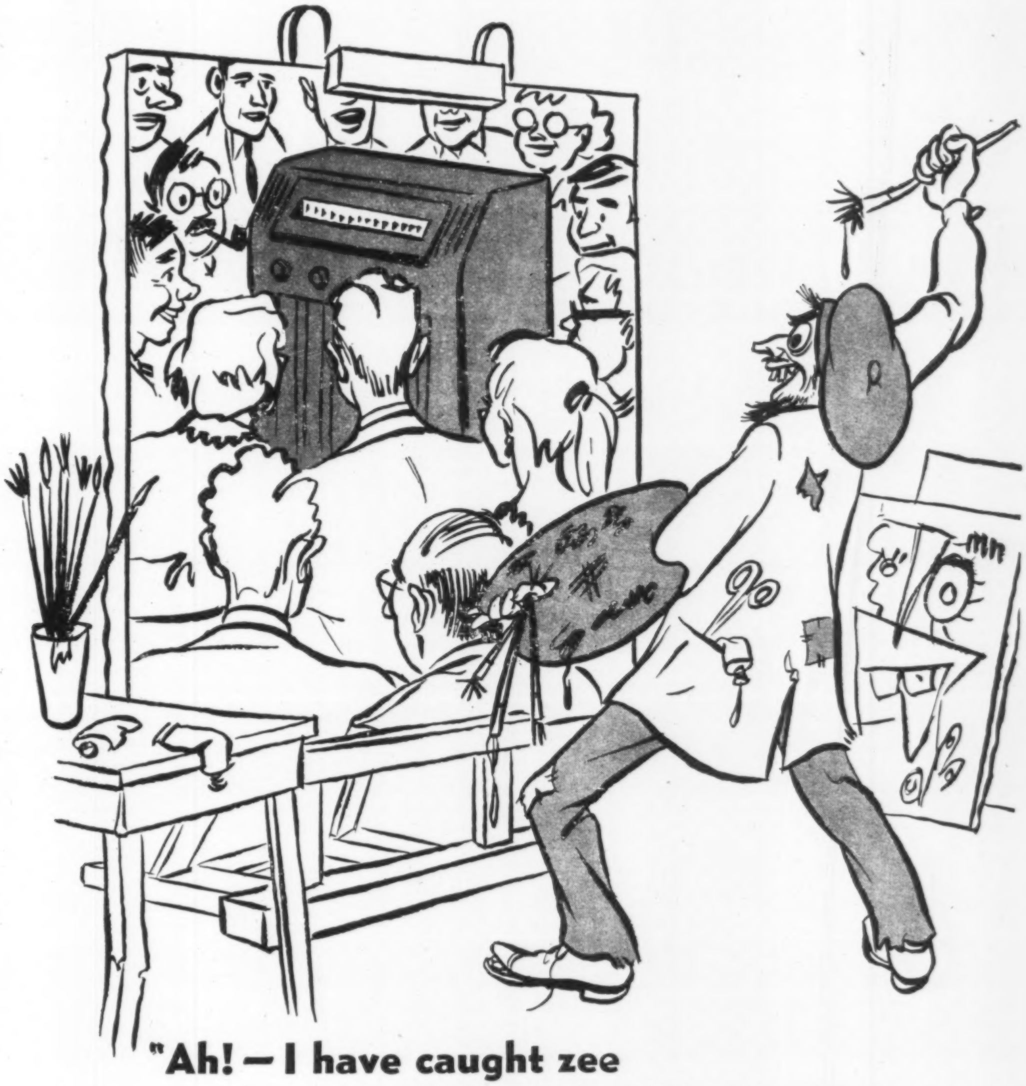
The grayish hair tends to make him look older than his 44 years might justify. Once his smile appears, however, the impression is different and the effect is that of a handsome, youngish middle-aged executive—and that's just what he is.

This business of digging into big projects has dominated Mr. Merrill's professional career. Just after he became chief engineer of the Utah Public Utilities Commission in 1935, only three years out of the U. of Utah, he conducted an investigation of the rates, property values and operations of Mountain States Telephone & Telegraph Co.

In his next job—as an early organizer of Office of Production Management in 1941—he helped set up the War Production Board

(Continued on page 63)

XUM



"Ah! — I have caught zee true spirit of Louisville!"

Measure the WAVE-area audience in "family-hours-per-week" and you get an amazing total of 5,142,000 hours a week devoted to *radio!*

This is many more hours than are devoted to TV — *is 310.7% more hours than to newspapers!*

That's another reason why WAVE radio is your best Louisville buy. *Ask Free & Peters!*

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

Advertisement

From where I sit
by Joe Marsh

Wonder How Miss Gilbert Is in "Histery"?

By now I guess you've heard about the spelling errors in the kids' report cards this week.

A typical card looked like this:
Arithmetic..............B
Geography..............B—
Spelling................C
Grammer...............B

I don't know if Miss Gilbert, the principal, actually wrote those cards, but she took full responsibility. This morning I hear she got up in the Assembly Hall—before all the students —and started writing GRAMMAR with two "a's" on the blackboard 100 times!

From where I sit, I'll bet this makes her even more popular with the students. It's nice to see an expert admit she occasionally makes a mistake. Too many so-called "experts" claim they're *never* wrong on such subjects as what you or I ought to eat . . . what we should wear . . . whether we should enjoy beer or buttermilk. A really wise person never claims to "know all the answers" all the time.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

front office

HARRY W. BARNAM, account executive, WTTM Trenton, promoted to local sales manager.

CHAUNCEY T. HINMAN appointed assistant manager, WVMI Biloxi, Miss.

CHARLES F. ABBOTT Jr. to WJZ-TV New York as account executive in TV sales department.

QUENTIN W. WELTY, general manager, WMVO Mt. Vernon, Ohio, appointed commercial manager, WWST-AM-FM Wooster, Ohio.

GREGORY CHRISTIAN, WJIM-TV Lansing, Mich., to WSAZ-TV Huntington, W. Va., as account executive.

CLARE COPELAND, CJCA Edmonton and CKRC Winnipeg, appointed assistant sales manager of CKWX Vancouver.

DONALD CALLEN, announcer, KBIG Avalon, Calif., promoted to resident manager.

LEWIS SHULTZ to sales staff of WIRE Indianapolis.

KETTELL-CARTER, radio representative firm, appointed sales representative in New England by WTWN St. Johnsbury, Vt., and WIKE Newport, Vt.

MILTON E. BLISS to NBC Chicago as agricultural representative in network radio sales.

ARTHUR J. O'LAUGHLIN, Foster & Kleiser, Seattle, to KING-TV same city, as account executive. **JIM NEIDIGH** promoted to head of national sales at KING-TV.

GENE HOGAN, former salesman at WVCG Coral Gables, to WQAM Miami, in same capacity.

FRITZ DONNELL, manager of KGMB Honolulu, to Ault Supply Co., same city, to handle advertising and promotion.

JAMES S. AYERS, Atlanta, southeastern radio-TV station representative, relocates at 301 Glenn Bldg.

STORER BROADCASTING Co.'s New York telephone number has been changed to Eldorado 5-7690.

Personals . . .

GEORGE L. MOSKOVICS, manager of TV development, KNXT (TV) Hollywood, will speak on "Television as a Force in Marketing" at meeting of American Marketing Assn., that city, Oct. 15. . . . **CHARLES A. STORKE**, vice president, KTMS Santa Barbara, named president of the 1953 annual Old Spanish Days Fiesta. . . . **BILL J. SHUEL**, salesman, WIRE Indianapolis, father of boy, Steven, Sept. 26.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

Our Respects To

(Continued from page 60)

project that ran the job of tooling up and producing the goods that won World War II. His role was communications, including radio, telephone and telegraph. There he used his engineering background to learn the intricacies of electronics. After radio was cut off from his unit, he concentrated on telephone and telegraph production.

That four-year assignment served as a perfect background for another one just like it—rebuilding Germany's communications from a mass of rubble into an efficient system. Foreign Economic Administration sent him first to Austria in 1945 as a power consultant but he soon wound up in Germany as deputy and then acting chief of communications.

Government records bear eloquent tribute to the five-year rebuilding project. All over the U. S. part of occupied Germany the masses of wreckage were rebuilt and staffed with new German personnel. Behind all this was the desire to halt unrest and the spread of Communism. In the undertaking he learned about frequency allocations because he had to make the channel assignments to occupation forces and the civilian population, besides directing other communications, the savings bank and postal check systems and passenger bus facilities.

Takes NPA Post

By 1950 the German communications system was performing smoothly. And by that time another big undertaking was in the embryo stage—retooling for another war. Among the first to join Gen. William H. Harrison in setting up National Production Authority was Eugene Merrill. Soon the project was rolling along and he was placed in charge of a group of materials experts allocating steel, copper, rubber, textiles, nonferrous metals, chemicals and other items to the stockpile as well as finding the need for increased production.

Now Eugene Merril finds himself in the middle of still another major assignment — regulation of the fast-expanding television industry, along with the older media. His background should prove to be a big help.

The Merrill career started 3½ decades ago when the young grammar school student became Salt Lake City's hardest selling newsboy. Week after week he won the *Deseret News* weekly prize for selling the most papers—a record he discusses cheerfully in contrast to his reticence about other professional achievements.

In high school he played basketball. Entering the School of Mines & Engineering at U. of Utah, he was a pupil under his father, Dr. Joseph F. Merrill, director of the school. During his freshman year, Dr. Merrill resigned to become commissioner of education for the Mormon church and a member of the church's governing body. The younger Merrill, incidentally, has always been active in church work and still teaches a Sunday School class at Falls Church, Va. His higher education included economics and law courses, but he had to abandon football for lack of time.

Upon graduation from the university he spent several months inspecting mining properties, and then went with U. S. Smelting & Refining & Mining Co., remaining there until he joined the Public Utilities Commission.

He married Barbara McCune Musser, of Salt Lake City, in 1939, meeting her at the state capitol where she was secretary to the Attorney General. They have four children: Hyde, 9; Barbara Jean, 7; Roger, 4; Laura, 2.

Has Open-Minded Approach

"What are your thoughts on regulation of radio and television?" the new Commissioner was asked. The answer is typical of his scientific approach to all problems: "Do I commit myself ahead of time?—No."

A Democrat, he is a loyal follower of President Truman and his Administration, as well as a supporter of Gov. Adlai Stevenson, the Democratic nominee.

KRSC SALE

Price Is $234,500

SALE of KRSC Seattle to a Washington group holding radio and newspaper properties in the Northwest was announced last week by J. Elroy McCaw, president of Radio Sales Corp. The sale price was $234,500 plus net quick assets.

Members of the purchasing group, Washington Telecasters Inc., include J. L. Longston, C. V. Zaser and Robert L. Pollack. They are interested in KPUG Bellingham and KSEM Moses Lake, both in Washington.

The negotiations, subject to usual FCC approval, were handled by Blackburn-Hamilton.

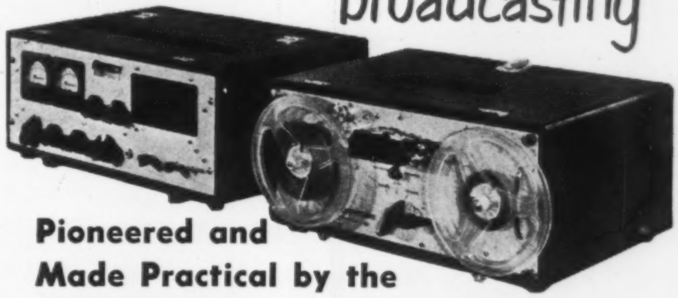
KRSC operates with 1 kw on 1150 kc. The station was founded in 1940. Mr. McCaw is interested in a number of western stations.

WHKK Sale Approved

SALE of WHKK Akron, Ohio, by United Broadcasting Co. for $65,000 to two of its sales executives has been approved by the FCC. The purchasers are Jackson B. Maurer, general sales manager of United Broadcasting's WHK Cleveland, and Philip R. Herbert, general sales manager of WHKK. The pair will assume active management of WHKK [B•T, Sept. 1].

the newest Sensation in Radio

"3 dimensional broadcasting"



Pioneered and Made Practical by the NEW BINAURAL magnecorder

Here's a revolutionary way to publicize your station — recapture audiences — and give your listeners a startling experience in "3rd Dimensional" sound!

Just use your present AM & FM channels, *plus* the new Binaural Magnecorder and you can produce the most "talked about" program in your station's history.

Only Magnecord's professional Binaural tape recorders make this advanced method of broadcasting possible at low cost to you.

Write — for information on programming and engineering — plus pre-recorded binaural tapes! LET US HELP YOU build your own binaural broadcast.

Magnecord, Inc. Dept. B-10
225 W. Ohio Street • Chicago 10, Illinois

World's Oldest and Largest Manufacturers of Professional Magnetic Recording Equipment.

BINAURAL BROADCAST IS OFFERED IN CHICAGO BY AUDIO PRODUCERS

Radio Craftsmen, Jensen Mfg. and Magnecord Co-operate in First Commercial Radio Transmission of Its Kind.

CHICAGO, ILL., Monday — Radio Craftsmen, Inc., Jensen Manufacturing Co. and Magnecord, Inc.

'3 Dimension' Sound Test Set Here

Seattle radio listeners will be treated to what is believed the first radio broadcast of "three dimensional sound" in a special

New Radio System Tested In Chicago

A demonstration of stereophonic or binaural transmission never before attempted by one broadcasting company was presented by WGN and WGNB Thursday. Three Chicago manufacturers of high fidelity audio equipment cooperated in the sponsorship of the broadcast. They were: Jensen Manufacturing Company, loud speaker manufacturers; Magnecord, Inc., professional magnetic tape recorder manufacturers, and The Radio Craftsmen, manufacturers of TV sets, AM and FM tuners, and amplifiers.

HEAR — the first East Coast Binaural Broadcast at the New York Audio Fair — Hotel New Yorker — October 29th — over Station WQXR.

SHORTAGE FEARS

Expressed by Set Group

FEAR that shortage of basic materials will cramp radio-TV set output early in 1953 was voiced by a receiver manufacturers' industry advisory group last Thursday.

Conferring with electronic officials of the National Production Authority, set-makers cited potential scarcity of copper, aluminum and steel because of the steel shutdown and labor shortages in some areas, particularly Chicago. Production shortage of 21-inch TV picture tubes also was reported. Labor shortage exists among engineers and assembly-line workers.

Fulfillment of military needs was pointed up in a seventh quarterly report, *New Resources Bring New Opportunities*, submitted to President Truman by Henry H. Fowler, new director of the Office of Defense Mobilization.

"Output of electronic equipment is now running at a rate more than double that of a year ago," Mr. Fowler reported. "Some of the largest and most complicated equipment is now reaching volume output."

Manpower Problems

Mr. Fowler also noted that employment in civilian radio-TV manufacturing rose in the third quarter (July through September), "reversing the down trend of the second quarter." Military electronics employment also increased "and further gains are expected," Mr. Fowler said, adding that "acute shortages are in immediate prospect" for the engineering and scientific fields. Technical personnel completing training will continue to decline through 1954.

Meanwhile, NPA indicated last week that relaxation of regulations governing construction by radio-TV broadcasters and other industrial groups may be deferred beyond April 1 to May 1. Under this policy evoked because of the impact of the steel strike—virtually all new major station building is precluded until next spring. Broadcasters whose construction already is underway will be able to complete their project [B•T, Oct. 6, Sept. 29].

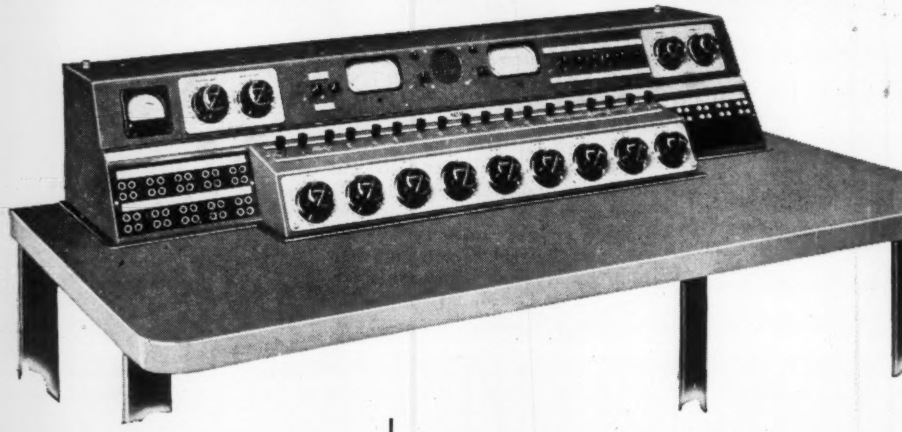
Mr. Fowler also reviewed NPA's automatic allotment procedure which becomes effective Jan. 1 and provides larger quantities of materials under self-authorization, not to mention a saving of paper work.

This is reflected in cutbacks of personnel in NPA's Electronics Division and a general realignment of the agency's functions. At least a dozen members of that division have vacated their posts, either returning to private industry or transferring to other government agencies. Positions affected mainly are components and electronics tubes.

KECA Los Angeles *Mickey Katz Show*, weekly hour-long musical variety program, is sponsored by American Jewish Marketers, L. A. Agency is Louis J. Weitzman Adv. Agency, that city.

GraybaR recommends

THE NEW ALTEC 250A
SPEECH INPUT CONSOLE



Here is the latest addition to Altec's new and enlarged line of speech input equipment — the 250A Console. A completely self-contained unit for AM, FM, or TV, the Altec 250A offers:

•

Two main program channels which can be operated simultaneously on separate programs.

•

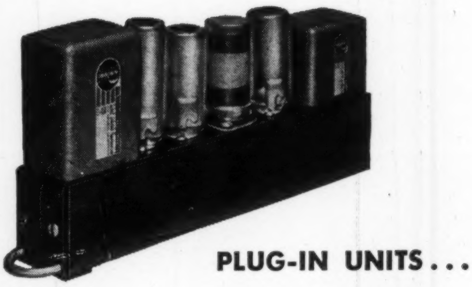
A nine-channel parallel mixer—any combination of nine inputs can be used at the same time on either channel.

•

All necessary monitoring, cue, audition, and signaling circuits.

•

Controls, keys, and pots conveniently arranged for maximum accessibility.



PLUG-IN UNITS . . .

All pre-amplifiers, line amplifiers, and power supplies are of the plug-in type . . . are compact . . . easy to change and service. (The pre-amplifier unit, for instance, is only 1⅝"x4¼"x9" in over-all size.) The plug-in units are also available for rack-mounted and custom speech input installations.

Ask your near-by Graybar Broadcast Equipment Representative for complete information on Altec speech input equipment for any requirement. He'll be glad to furnish you with data covering specifications and performance of the new Altec 250A and 230B consoles, as well as the popular 220A portable model. *Graybar Electric Company, Inc., Executive Offices: Graybar Building, New York 17, N. Y.*

224-110

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

XUM

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
PHILADELPHIA
J. W. Crockett, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers—Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Telecasting—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

Compatible Color

(Continued from page 25)

up by receivers in the auditorium. He finished the talk live from the platform. Proceedings were transmitted to the Pentagon by the mobile station.

Nearly 800 delegates were registered at the convention, with all 17 sessions well attended. Radio and TV network officials as well as FCC and other government officials were guests Tuesday at a luncheon given by RCA, with Jack O'Brien, RCA theatre sound equipment and visual sales manager, serving as host.

The David Sarnoff Gold Medal Award was presented at the Wednesday dinner to Axel G. Jensen, Bell Labs. The annual SMPTE *Journal* award went to D. L. MacAdam, Eastman Kodak Co. Receiving honorable mention were F. C. Williams of Eastman Kodak Co., and Otto H. Schade of the Tube Dept., RCA Victor Div.

Film processing techniques were covered in a number of papers, along with methods of recording TV programs by kinescope and motion picture processes. Karl Freund of Hollywood detailed the methods used in shooting the *I Love Lucy* (CBS-TV) program, with TV cameras replaced by three motion picture cameras.

Talks on Kinescope

Kinescope papers were read by Ralph E. Lovell and Robert M. Fraser of NBC. They described devices used to prepare improved film recordings. L. L. Pourciau, General Precision Lab., read a paper on a new image-orthicon camera chain and associated gear, operated by remote control. W. E. Stewart, RCA Engineering Products Div., described a new TV projector.

Successful use of image orthicon cameras for all film transmitted by WABD (TV) New York for the last year was described by Rodney D. Chipp, DuMont TV Network director of engineering. Adoption of these cameras to replace iconoscopes for film transmission followed a year of tests. Mr. Chipp said the image orthicon can produce good pictures, with no operational difficulty, from nearly all grades of film, with technical man hours for previews and rehearsals eliminated. When all cameras in a station are of the same type, maintenance is standardized, he said, and inventories reduced. Operating costs of image orthicons are only a few cents an hour higher than iconoscopes, he noted.

Mr. Mole told the delegates he believed movies and television can live together, supplementing and strengthening each other.

H&R for Scalamandre

SCALAMANDRE Silks Inc., N. Y., has appointed Hilton & Riggio, same city, to handle its advertising, effective Nov. 1.

Logs and Politics

DEMOCRATS have carried their press feud another step. The Democratic National Committee has told party workers to watch radio-TV schedules in their local newspapers to make sure Gov. Adlai E. Stevenson gets "a fair break." Many papers list speeches by the Governor as national committee programs without mentioning his name, but when Gen. Eisenhower speaks, his name is listed, committee said. "Protest to the editors . . . if they are not listing Gov. Stevenson's name in their radio and television program schedules," the committee urged.

Double-Billing

(Continued from page 32)

problems in a TV-saturated operation. He said it takes "guts" to cope with these problems, and to avoid the pit-falls of rate-cutting. He urged reappraisal by broadcasters of the matter of "classification" of accounts to settle, for example, the co-op situation, and determination whether accounts should be billed as national or local.

The resolutions committee, functioning with uncommon speed, brought in its recommendations on the first day, rather than the second day of the meeting. Headed by Allen M. Woodall, WDAK Columbus, the committee comprised Messrs. Johnston and Stone, Hugh Smith of WCOV Montgomery, Bob Rounsaville, WQXI Atlanta, and Harry Camp, WQAM Miami.

In addition to those enumerated, resolutions adopted included one asking the NARTB to petition the FCC to change its requirements with respect to supplying engineering data on signal patterns. They cause undue hardship upon existing stations when called upon to supply such data to new applicants or those seeking modifications for utilization of the same channels, resolution claimed.

Other resolutions praised the stewardship of President Fellows and of his NARTB staff and lauded the accomplishments of the Holt District 5 administration.

French Network Expands

FRENCH-language network service will be expanded Oct. 19 by Canadian Broadcasting Corp. to French-language stations outside the Quebec province. Donald Manson, CBC general manager, announced that French-language stations in Ontario and western Canada will receive the service from 8 a.m. to midnight EST. Stations to be served are CFCL Timmins, Ont.; CHNO Sudbury, Ont.; CKSB St. Boniface, Man.; CHBD Saskatoon, Sask., CHFA Edmonton, Alta., and CFRG Gravelbourg, Sask., if possible.

TOPS in the afternoon!

MELODY • BALLROOM

MELODY BALLROOM

WFBR crack disc jockey show—is the No. 1 radio record show in Baltimore in the afternoon!

Looking for a participation show you can brag about, instead of having to justify? WFBR's home-grown Melody Ballroom carries *more* audience than any other afternoon radio record show—*more than high-cost TV shows!* Make *sure* your radio dollar's well spent in Baltimore —buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE MD

NATIONAL GUARD

New Recorded Show Ready

RECORDED series of musical programs, *Let's Go to Town*, has been offered to more than 1,800 radio stations by the National Guard Bureau on behalf of its recruiting.

Stations are asked to play the 15-minute recordings as public service features, with provision for local tie-ins by guard units. Programs feature top bands and singers and will run until June 30, 1953.

The bureau like the U. S. Air Force and Army, has been hampered for lack of funds to buy radio time. Part of a fiscal 1953 $298,000 budget is being used for recording and distributing the programs and other recruiting aids. Robert W. Orr & Assoc. handles the Guard account.

NATIONAL NIELSEN RATINGS*
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK
August 31-September 6, 1952
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	Dragnet (NBC)	7.3
2	You Bet Your Life (NBC)	6.7
3	People Are Funny (CBS)	6.0
4	Dr. Christian (CBS)	6.0
5	Cavalcade of America (NBC)	5.8
6	Eisenhower Speech (ABC, Thu.)	5.7
7	Great Gildersleeve (NBC)	5.5
8	F.B.I. in Peace and War (CBS)	5.5
9	Life With Luigi (CBS)	5.5
10	Father Knows Best (NBC)	5.5

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

690 KC REQUESTS

New Bids Pend on NARBA

PENDING ratification and entry into force of the new North American Regional Broadcasting Agreement, two applications for 690 kc were placed in the FCC's pending file by the Commission last week, but the cases were continued in hearing docket status as well.

The applications involved include the request of WTOC Savannah, Ga., for switch from 5 kw on 1290 kc, directional night, to 10 kw on 690 kc, and a new station bid by Brennan Broadcasting Co. for 25 kw on 690 kc, directional night, at Jacksonville, Fla. FCC's order noted both applicants "would fail to protect Cuba under the new NARBA." Further comparative consideration cannot be held until the status of NARBA is settled, FCC indicated.

NJBA MEETING

Hennock to Speak

AN ADDRESS by FCC Comr. Frieda B. Hennock, an appraisal of educational radio and television, and a political debate will be features of the fall meeting of the New Jersey Broadcasters Assn. and the Fifth Annual Rutgers Radio Institute scheduled today (Monday) and tomorrow at the Walt Whitman hotel in Camden.

Program, announced last week by NJBA President Paul Alger, WSNJ Bridgeton, calls for Miss Hennock to speak at a luncheon today. The political debate will pit N. J. GOP Sen. H. Alexander Smith, seeking re-election, against Archibald Alexander, his Democratic rival, in addresses scheduled for broadcast by several New Jersey stations.

Speakers at the radio institute are slated to include Rutgers President Lewis Webster Jones, on "Educational Radio and TV—Where Do We Stand?"; Dr. Frederick W. Raubinger, State Commission of Education, on "Educational TV"; Dr. Paul W. Massing, Rutgers lecturer in sociology on "How Do the Soviets React to the Voice of America?" and Dr. Richard McCormick. Rutgers associate professor of history, on "New Jersey History."

The broadcasters are to tour WCAU Philadelphia's new Radio-TV Center and also visit RCA's Camden plant during the two-day meeting. WCAM and WKDN Camden are host stations. NJBA officers will be elected Tuesday.

d-CON CASE

FTC Takes Testimony

TESTIMONY was taken last week by the Federal Trade Commission on a complaint which alleges advertising misrepresentations by The d-Con Co., Chicago, manufacturer of rodenticide preparations.

The company has been active in promoting the merchandising of its products through radio per-inquiry deals in which stations were asked to compete for contest prizes. FTC filed its complaint last spring [B•T, March 24].

Hearing was held in Chicago last Monday, with Webster Ballinger presiding as hearing examiner. Edward F. Downs was attorney in support of the government's complaint.

VOICE OF ALABAMA

Re-Formed as Television Corp.

CORPORATE reorganization of Voice of Alabama Inc., as the Television Corp. was effected Oct. 2 at a meeting in Birmingham, but it entails no change in control or management. The Voice of Alabama Div. will operate WAPI and WAFM-FM-TV.

Capital stock has been increased from 1,000 shares of $100 par to 100,000 shares of $5 par. Officers remain Ed Norton, board chairman; Thad Holt, president-treasurer, and Ernest H. Mitchell Jr., secretary. Mr. Norton holds 76,636 7/11ths shares and Mr. Holt, 23,363 4/11ths shares. FCC will be notified of the transaction when legal forms are completed.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEA

1922 • 1952
30
WSYR
AM FM TV

30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYRACUSE
AM • FM • TV

NBC AFFILIATE —The Only Complete Broadcasting Institution in Central New York

OCTOBER 13, 1952

TELECASTING

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Page 70

Science in Action Shown by Video
Page 71

New Applications For Stations
Page 72

Latest Set Count By Markets
Page 84

in our 7th year

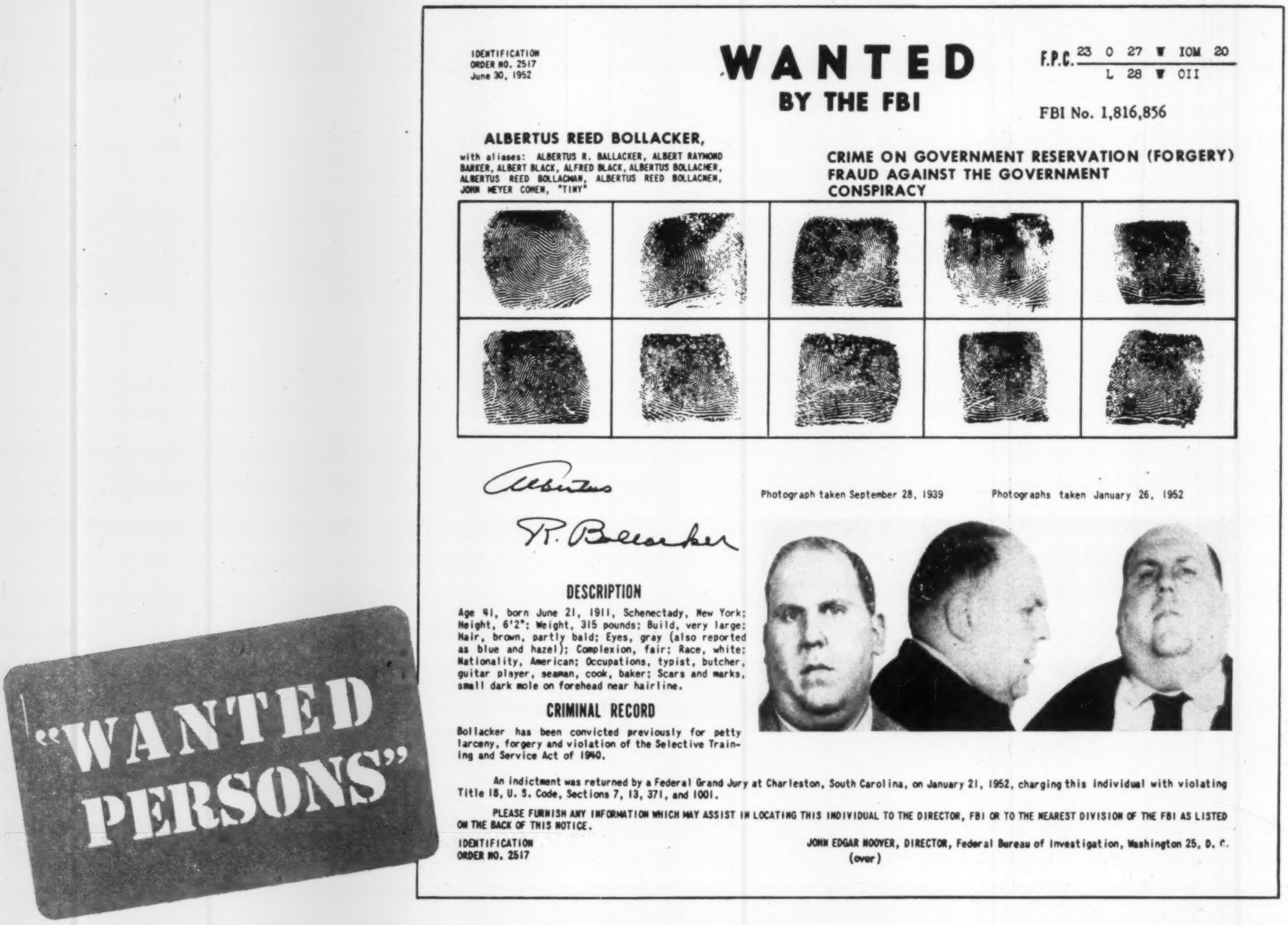
"BROADWAY TV THEATRE" enters the Fall season as the top-rated dramatic show on New York television!*

Live drama, delivering the client's sales story five nights a week, to a weekly audience of 2,141,000 viewers . . . more people than are reached by any other drama on any other TV station in the world's largest market.

WOR-TV *channel* **9** *for New York*

*Source: Telepulse, Sept., '52

XUM


"WANTED PERSONS"

IDENTIFICATION
ORDER NO. 2517
June 30, 1952

WANTED
BY THE FBI

F.P.C. $\frac{23 \quad 0 \quad 27 \quad W \quad IOM \quad 20}{L \quad 28 \quad W \quad OII}$

FBI No. 1,816,856

ALBERTUS REED BOLLACKER,

with aliases: ALBERTUS R. BALLACKER, ALBERT RAYMOND BARKER, ALBERT BLACK, ALFRED BLACK, ALBERTUS BOLLACHER, ALBERTUS REED BOLLACMAN, ALBERTUS REED BOLLACNEN, JOHN MEYER COHEN, "TINY"

CRIME ON GOVERNMENT RESERVATION (FORGERY)
FRAUD AGAINST THE GOVERNMENT
CONSPIRACY

Albertus
R. Bollacker

Photograph taken September 28, 1939

Photographs taken January 26, 1952

DESCRIPTION

Age 41, born June 21, 1911, Schenectady, New York; Height, 6'2"; Weight, 315 pounds; Build, very large; Hair, brown, partly bald; Eyes, gray (also reported as blue and hazel); Complexion, fair; Race, white; Nationality, American; Occupations, typist, butcher, guitar player, seaman, cook, baker; Scars and marks, small dark mole on forehead near hairline.

CRIMINAL RECORD

Bollacker has been convicted previously for petty larceny, forgery and violation of the Selective Training and Service Act of 1940.

An indictment was returned by a Federal Grand Jury at Charleston, South Carolina, on January 21, 1952, charging this individual with violating Title 18, U. S. Code, Sections 7, 13, 371, and 1001.

PLEASE FURNISH ANY INFORMATION WHICH MAY ASSIST IN LOCATING THIS INDIVIDUAL TO THE DIRECTOR, FBI OR TO THE NEAREST DIVISION OF THE FBI AS LISTED ON THE BACK OF THIS NOTICE.

IDENTIFICATION
ORDER NO. 2517

JOHN EDGAR HOOVER, DIRECTOR, Federal Bureau of Investigation, Washington 25, D. C.
(over)

One News Flash on WGAL-TV—

and the FBI Gets Its Man

The day after his picture appeared on WGAL-TV's "Wanted Persons" program, a butcher employed in a Lancaster, Pennsylvania super-market was arrested by special agents of the FBI on charges of forgery, fraud against the Federal Government, and conspiracy in an embezzlement at a U. S. Naval Base. Two alert WGAL-TV viewers had recognized the 315-pound butcher when his picture was flashed on the screen, and promptly called the FBI. Result: the apprehension and arrest of a "wanted person."

Through its "Wanted Person" telecasts, presented in cooperation with the FBI, WGAL-TV is privileged to perform an important public service, the effectiveness of which is clearly illustrated by the dramatic incident described above.

WGAL-TV

Lancaster, Pennsylvania
A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles

HEARING ISSUES

Predicted Service Made Applicant's Option

By LARRY CHRISTOPHER

IN A PRECEDENT ruling respective TV hearings, FCC last week refused enlargement of issues in the Portland, Ore., proceedings but indicated that the present issues permit applicants—in all TV hearings—to exercise their own option in introducing evidence concerning proposed service to specific areas and populations.

Such evidence introduced by applicants competing in the same city, however, will be given varying weight according to the circumstances of each case, the Commission warned. FCC pointed up the presently unsuitable and only general technique for predicting such service which is now contained in the engineering standards, a technique devised for allocation purposes and not for licensing proceedings.

New TV grants for one uhf, four vhf stations swell post-thaw total to 73. Two dozen more applicants notified of hearing. Pages 72, 73.

The ruling is considered a keystone for all comparative television proceedings involving bids for the same area even though it was directed to petitions filed by certain applicants in the Portland hearings. Similar petitions to enlarge the hearing issues pend in several other hearings for additional cities. The hearing issue problem, particularly with respect to service to areas and populations, has plagued virtually all television applicants for many weeks [B•T, Sept. 1] and it had been hoped earlier that the matter would be settled before the hearings commenced on Oct. 1.

At the same time, FCC ruled that a Sec. 307(b) consideration is a proper issue to be added to a hearing involving competing applicants seeking the same channel in two neighboring communities. Such a consideration includes comparison of proposed service to respective areas and populations.

This issue was added by the Commission to the competitive hearing involving KGON Portland and KVAN Vancouver, Wash. Both seek uhf Channel 21, assigned to the Portland area. Vancouver is within 15 miles of Portland, hence the channel may be sought for the Washington city under FCC's rules.

Sec. 307(b) of the Communications Act requires FCC to assign radio facilities equitably among the states and communities. This provision of the law, along with relative evidence of proposed service to specific areas and persons, for many years have constituted the pivotal factor for decision in many AM cases concerning two or more communities.

Comr. Frieda B. Hennock issued a comprehensive "dissent" to the memorandum opinion and order of the Commission majority which refused to grant the petitions of the Portland applicants to enlarge the issues. Comr. Hennock agreed with the majority in denying such petitions, but she opposed granting the "option" to applicants to introduce evidence of predicted coverage for what it might be worth.

Notes Sixth Report

Noting the Sixth Report specified that the technique of coverage prediction was suitable only for allocation and not licensing purposes, Comr. Hennock contended the optional "engineering issue" in the licensing proceedings "would thus seriously backtrack upon the fundamental principles of the Sixth Report and Order, determined after an exhaustive study of the entire technical basis of television broadcasting."

Besides wasting time and money of applicants and FCC alike, such an option would "open the doors of the comparative proceedings to a flood of speculative and vague evidence that would . . . unduly . . . prolong the hearings." She also felt the option will benefit the big-money applicants who can afford to propose full power now and inject comparative consideration which might put aside more important factors of the applicants' character and proposed programming.

All of the TV hearings presently have the same five hearing issues of which two have been put into dispute, or clarification requested, by applicants in several cities. FCC's memorandum opinion and order noted these to be issues No. 2 and 5, which are:

> **2. To determine the type and character of the program services proposed to be rendered and whether they would meet the needs of the communities and areas within the Grand A and Grade B field intensity contours.**
>
> **5. To determine on a comparative basis which, if either, of the above-entitled applications should be granted.**

"In substance," FCC observed, "the petitions before us request that the Commission require a showing of the area and population residing within the predicted Grade A and B signal intensity contours and any differences existing among the applicants with respect to their showings."

In paragraph 4 of its ruling, FCC continued:

> **At the outset, the Commission wishes to make clear that all relevant material and pertinent differences between competing applicants will be given full consideration. However, the weight to be given to any particular factor cannot be prejudged. In fact, such weight will probably vary in each individual case. This variance will be due primarily to differences in maximum and minimum**

(Continued on page 75)

TV FADING MOVIES

Gamble Tells FCC

THEODORE R. (TED) GAMBLE, prime example of a motion picture exhibitor "moving" into radio and TV, revealed last week that he has already disposed of most of his theatrical holdings because he is convinced TV will deal a death blow to movie exhibition "as it is now set up."

Mr. Gamble, who headed the Treasury Department's War Bond Savings Drives as a dollar-a-year man during World War II, is already the principal stockholder of KJR Seattle, KOIN Portland, Ore., and KCMJ Palm Springs, Calif. He is a 20% stockholder in KLZ Denver.

It was in the Denver TV hearings, which completed the second week last week, that Mr. Gamble made his disclosures. KLZ is being opposed by Denver Television Co. (Wolfberg theatre interests) for Denver's Channel 7 [B•T, Oct. 6].

In 1949, Mr. Gamble made that decision, he related, and as of today his once $2.5 million investment in movie houses in Wisconsin, Ohio, Indiana and California have been brought down to less than $500,000. In another six months, he expects to be out of the theatre business entirely, he said.

Basis for Mr. Gamble's drastic conclusion, he said, was his belief that small, neighborhood and small-town "subsequent-run" theatres will be hardest hit by TV. He predicted that from 6,500 to 10,000 of today's 18,000 theatres will go out of business in the next six years. Since his theatres were in the class he felt would be most affected by TV, he decided to liquidate his holdings in them, he said.

"The time is coming when TV and theatres will work together," he told BROADCASTING • TELECASTING. "But, when that time comes, it will be the big, first-run theatres with superior films that will maintain themselves. The moving picture business won't be the same kind of a business it is today."

A less pessimistic attitude toward motion picture exhibition and TV was taken by one of Mr. Gamble's associates in KLZ. Frank H. Ricketson Jr., president of the 90-theatre Fox Intermountain circuit and a 13.6% stockholder in KLZ, declared he did not think there was a conflict between TV and theatre exhibition. He said that he foresaw the day "when TV and theatres will complement each other, just like radio and theatres."

Asked about the government's suit against major producers regarding release of 16mm film to TV and other sources, Mr. Ricketson frankly declared he does not think 16mm film should be made available to TV. "That would take people out of our theatres," he said. "Certainly, not first-run films," he added.

Mr. Ricketson, who is treasurer of KLZ, was interrogated regarding anti-trust matters in the motion picture industry. He was one of the two principals in the innovation of Bank Night, which was used by 5,000 theatres in the 1933-38 period. It ceased operation when the Post Office Department ruled it was a lottery.

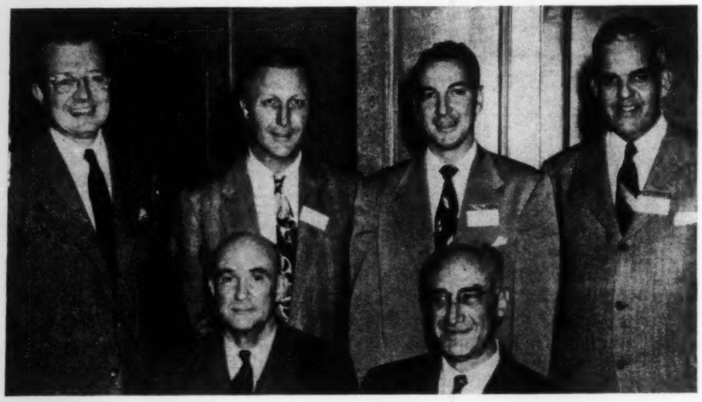
It was also determined that Mr. Ricketson owns 8% of Cheyenne (Wyo.) Newspapers Inc., publisher

(Continued on page 82)

TV 'FACTS OF LIFE'

Dist. 5 Gets Answers

[*Also see District 5 story on double billings in this issue*].



ONLY THE Confederate flag was missing at this reunion of past and present rebel members of the NARTB board present to open the District 5 meeting last Monday at Atlanta. (An impromptu poll of the 100-odd broadcasters present, conducted by NARTB President Harold Fellows revealed that there's an overwhelming Eisenhower vote among broadcasters of Georgia, Alabama, and Florida, with only one rebel yell for Stevenson and the balance for Ike.) Seated (l to r) District Director Thad Holt, WAPI Birmingham, who presided; Small Station Director Ed Kobak, WTWA Thomson, Ga. Standing, former directors J. Leonard Reinsch, Cox Radio and TV stations; Henry P. Johnston, WSGN Birmingham; James W. Woodruff Jr., WRBL Columbus, and Allen Woodall, WDAK Columbus. Absent from the reunion (but present at the meeting) was A. D. (Jess) Willard, WGAC Augusta, medium station director and former NARTB executive vice president.

* * *

THE FACTS of TV life, economically, philosophically and allocations-wise, were unfolded to broadcasters of Georgia, Alabama and Florida last Tuesday at a wide-open seminar conducted at the NARTB District 5 meeting in Atlanta.

A dozen participants, qualified to do the job before a national convention, covered the subject from all points of the compass. And they didn't predict a rosy economic future for television broadcasters everywhere through the simple expedient of getting a license.

Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB-TV board, keynoted the panel in somber tones, predicting a fate worse than that of rampant radio rate-cutting if television broadcasters do not approach their obligations with "courage and conscience." Unless the pitfalls that befell radio are avoided, he warned, "someone is going to take television away from us".

TV is "so powerful," Mr. Swezey declared, that the politicians could well conclude it "should not be left in the hands of private industry." He said he sounded this grim note because he wanted television broadcasters to forget internecine sniping and pitch in on the all-important industry fight to preserve the medium in private hands.

Panel Members

Participating in the panel with Chairman Swezey were William B. Lodge, CBS-TV; Richard P. Doherty, and Thad Brown, NARTB; Harold L. Morgan Jr., ABC-TV; Glenn Marshall Jr., WMBR-TV Jacksonville; John Outler Jr., WSB-TV Atlanta; Lee Ruwitch, WTVJ (TV) Miami; Jack Collins, WAGA-TV Atlanta; William T. Lane, WLTV (TV) Atlanta; C. P. Persons Jr., WAFM-TV Birmingham, and Mrs. Eloise Smith Hanna, WBRC-TV Birmingham.

To the question, raised by Jerry Stone, WNDB Daytona Beach, as to the smallest size community that could operate a television station profitably, there can no clear-cut answer, but considerable enlightenment on the economics of the medium. Mr. Doherty argued that, irrespective of population, an income of $140,000 to $150,000 is needed to maintain the smallest of stations. These would be analogous to the 250-watters of today.

The trend in TV equipment costs is down, Mr. Lodge reported. He said this follows the pattern in AM. But other panel members saw no similar trend in productions costs.

Mr. Ruwitch, with a background in film by virtue of WTVJ's ownership by Wometco Theatres, said the millions of feet of film in the Hollywood vaults will "go by the boards and become passé unless the producers release them soon for TV."

The importance of film-buying was stressed by Mr. Ruwitch. There is no "fixed price" on film, he said. Exhibitors are accustomed to "bucking around and bargaining." In the Miami market, he said, *Hopalong Cassidy* is bought for $15 for motion picture exhibition, while the identical film for TV has a price tag of $250.

Citing this as a means of comparison, he predicted the same sort of bargaining will take place in TV when there is more competition. As a rule of thumb, he said, it is dangerous to allow film to equal the cost of the time purchased.

WLTV's Mr. Lane reported on the operations of his station, which he described as "unique in a gruesome way." It is the third station in the 750,000 population Atlanta market, and for its first 12 months has been in the red. The 13th month, he said, should "break even." With only seven hours of network (ABC) a week, he said, he is forced to buy film, and has to pay "what the traffic will bear." It's a case of buying film or "going black," he said.

Mr. Lane said he was convinced that even in top markets a TV station, at this stage of development, "needs strong network support." He warned against independent station operation in most markets, including those of a half-million or more. Three stations in Atlanta are all the economics can bear, he said, and in this view he was supported by Mr. Swezey, who asserted that there won't be nearly as many TV stations as there are radio stations in given markets. Outside of the five top markets, Mr. Lane concluded, the third sta-

(Continued on page 103)

Film Cost Savings

PREMIERE showing of an as yet unnamed film produced by CBS to demonstrate ways of reducing film programming costs, as a departure from Hollywood techniques, was given last Tuesday before the NARTB District 5 meeting at Atlanta. The film had been completed the preceding Friday. CBS Engineering Vice President William B. Lodge flew to Atlanta to present the feature to kick off a TV panel. Demonstrated were special techniques to reduce filming costs and conserve man-hours. Created were illusions of water ripples without water, flying carpets, intermixing of live and film, rear projections, and various other time and money-conserving devices developed by TV.

APPEALS COST

High in FCC Man-Hours, Dollars

THERE'S more than mere motion—be it legal or physical—when a government agency "files" with a court the record of a proceeding put into dispute by the appeal of an unsuccessful applicant before that agency. And FCC is no exception.

There are hundreds of man-hours and thousands of dollars at FCC going into preparation of the record of the final TV reallocation for "filing" with the U. S. Court of Appeals for the District of Columbia in connection with appeals of the Sixth Report and Order by WLOA Braddock, Pa., KVOL Lafayette, La., and WISC Madison, Wis.

Such a record is to be filed in the U. S. Court of Appeals at Philadelphia with respect to the appeal of WWSW Pittsburgh and will be required in the appeals court at San Francisco if FCC's plea to dismiss the Sixth Report protest of KROW Oakland is unsuccessful.

In its request of Sept. 29 before the District of Columbia court for extension of time to Oct. 31 to file the record, FCC cited as reason for delay the extensive nature of the record and noted that the WLOA and KVOL appeals may, in effect, be rendered moot by allocation corrections since proposed by FCC to its Sixth Report. Through consent of counsel for the protesting stations, the extension was granted to Oct. 31, the same date the filing of record is due in the Philadelphia court.

Filing of record at San Francisco is not due until 40 days after the court disposes of FCC's motion to dismiss the KROW appeal.

WLOA and WWSW protested FCC's failure to allocate vhf Channel 4 to Braddock, Pa., and the Pittsburgh area. FCC has proposed to correct the case by putting Channel 4 at Irwin, Pa. [B•T, Sept. 1].

FCC several weeks ago finalized its corrective proposal to add vhf Channel 10 at Lafayette, La., answering the practical aspect of KVOL's complaint [B•T, Sept. 29].

KROW, one of the original San Francisco area applicants, appealed for restoration of the pre-thaw allocation of six vhf channels (now five, one reserved for education) and asked that its hearing status rights be re-established [B•T, Aug. 11]. WISC protests FCC's failure to make all uhf facilities there commercial [B•T, June 16]. WISC urged that the educational reservation of one uhf channel be switched to the sole vhf channel.

J. Roger Wollenberg, assistant general counsel in charge of FCC's

(Continued on page 110)

XUM

SCIENCE IN ACTION

KGO-TV
ABC
Television

EIGHTEEN AWARDS in two years is the record of a scientific television program that interests as well as educates its viewers and wins nothing but praise for its sponsors.

Science in Action is a 30-minute weekly program on KGO-TV San Francisco. It is sponsored by the American Trust Co. a 100-year-old institution that finds the coverage pattern of the station almost duplicates the area served by its 84 branches.

The only television used by the bank, the program was decided on because of the firm's interest in supporting an educational project and at the same time trying out television as an advertising medium.

American Trust has a well diversified advertising program using nearly every media and has long shown an interest in such school connected activities as the Future Farmers of America and the 4-H Clubs in rural areas.

First the general idea of the program was decided upon by the bank, its agency McCann-Erickson and the California Academy of Sciences, which produces the program. The three groups then sent representatives to the California state capital in Sacramento for advice from the State Board of Education.

Program Topics Discussed

The group met with Mr. Frank B. Lindsay, assistant division chief for secondary education, to discuss program topics thoroughly. It was decided that *Science in Action* should select topics which would coincide closely with classroom subjects being studied about the same time.

The bank executives wanted to devote the program's commercial time to arouse interest in scientific subjects and to help young people select careers. John Harvey, the announcer, interviews a young student from a local school each week. These students are selected for their interest in some phase of science. They demonstrate an application of what they are learning in classroom and laboratory study of such subjects as chemistry, photography, electronics, zoology, etc.

Care is taken in preparing the "commercial" copy to leave out commonly-used "banking terms." The words "savings," "checking account," "security" and the like are avoided entirely. There are no "hard selling" commercials. The importance of dignity and restraint in the use of the bank's name and mention of its service is constantly emphasized during the commercials' preparation.

Proof that the sponsor is right in this approach is found in the heavy mail pull which the program draws. Fully 17% of these letters praise handling of the commercials. There has never been a criticism of this phase of the program.

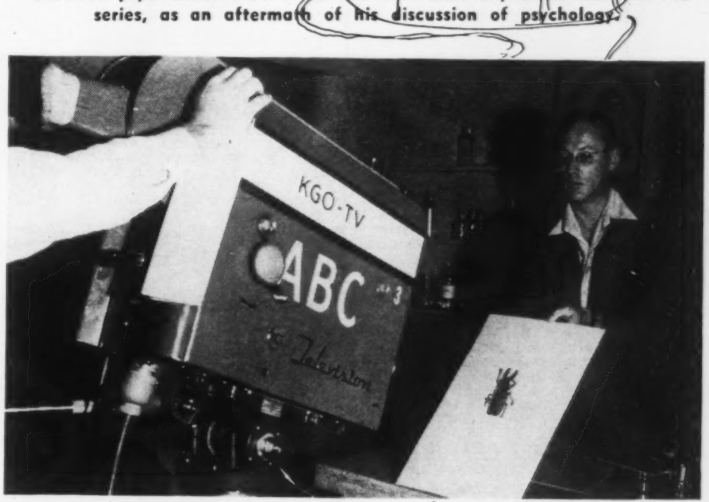
Development of the show is not the work of any single person. It is masterminded by a group which Dr. Robert C. Miller, director of the California Academy of Sciences, calls the production committee. There are five members. The sponsor is represented by its advertising manager, Lester B. Johnson and by Kenneth D. Jones of McCann-Erickson. KGO-TV lends its director of studio productions, Russel Baker, and technical director, Stan Younger. An Academy of Science writer, Benjamin Draper, heads the committee as executive producer.

Topics are selected two months in advance. Six weeks planning goes into each show. Dr. Miller says, "The show is a combination of the elements of solid science teaching and showmanship. The two are not incompatible, we have found."

The show's format is built around a guest scientist, a top man on the subject for that program. Dr. Otto Struve, one of the world's foremost astronomers, for example

(Continued on page 105)

PROGRAM HOST Dr. Earl S. Herald (right) is tested on "The Mind's Eye" program of *Science in Action* by Dr. Douglas M. Kelley. Dr. Kelley, renowned psychiatrist drew more fan mail than any other show in the series, as an aftermath of his discussion of psychology.



A HUGE BEETLE is shown on the "Insects of The Andes" program of *Science in Action* by Dr. Hugh B. Leech, associate curator of entomology, California Academy of Sciences. Each week a notable authority is introduced and the show is built around his background.

PRODUCTION committee includes (l to r): Russell Baker, KGO-TV, director of the program; Dr. Harvey E. White, nuclear physicist; Lester B. Johnson, advertising manager of American Trust Co.; Dr. Miller; and (seated) Kenneth D. Jones, McCann-Erickson and Benjamin Draper, executive producer.

television grants and applications

Digest of Those Filed With FCC Oct. 3 Through Oct. 9

Grants Since April 14:

	VHF	UHF	Total
Commercial	15	49	64
Educational	2	7	9
Total	17	56	73
Commercial television stations on the air	111 [1]	1	112 [1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	524	320	489	354	844 [2]
Educational	14	..	4	10	14
Total	538	320	493	364	858 [3]

[2] One applicant did not specify channel.

[3] Includes 73 already granted.

NEW STATION GRANTS

(Listed by States)

ST. PETERSBURG, Fla.—City of St. Petersburg (WSUN). Granted uhf Ch. 38 (614-620 mc); ERP 83 kw visual, 42 kw aural; antenna height above average terrain 460 ft., above ground 492 ft. Estimated construction cost $328,500, first year operating cost $161,000, revenue $200,000. Post Office address P. O. Box 240, St. Petersburg. Studio location Recreation Pier. Transmitter location near west end of Gandy Bridge. Geographic coordinates 27° 52′ 38″ N. Lat., 82° 35′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer James C. McNary, Washington. Principals include Mayor **Samuel G. Johnson,** Vice Mayor **Harold W. Reeves** and City Manager **Ross E. Windom.** Applicant is a municipal corporation. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 3.

SAGINAW, Mich.—Lake Huron Bcstg. Corp. (WKNX). Granted uhf Ch. 57 (728-734 mc); ERP 17.5 kw visual, 12.3 kw aural; antenna height above average terrain 470 ft., above ground 485 ft. Engineering conditions. Estimated construction cost $185,925, first year operating cost $84,000, revenue $125,000. Post Office address Radio Station WKNX, Lake Huron Bcstg. Corp., Saginaw, Mich. Studio location to be determined. Transmitter location adjacent to south city limits of Saginaw at site of WKNX. Geographic coordinates 43° 23′ 32″ N. Lat., 83° 55′ 22″ W. Long. Transmitter and antenna GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Principals include President **William J. Edwards** (33⅓%), Vice President **Alvin M. Bentley** (33⅓%) and Secretary-Treasurer **Howard H. Wolfe** (33⅓%). Messrs. Edwards and Wolfe have no other business interests besides WKNX; Mr. Bentley is 25% owner of Owosso Mfg. Co. (wood products mfr.), Owosso, Mich., and 25% owner of Philadelphia Screen Mfg. Co. (wood products mfr.), Philadelphia, Pa. [For application, see TV APPLICATIONS, B•T, Sept. 1.] City priority status: Gr. A-2, No. 33.

SPRINGFIELD, Mo. — Independent Bcstg. Co. (KTTS). Granted vhf Ch. 10 (192-198 mc); ERP 12.5 kw visual, 6.4 kw aural; antenna height above average terrain 260 ft., above ground 231 ft. Engineering conditions. Estimated construction cost $175,000, first year operating cost $180,000, revenue $175,000. Post Office address Chamber of Commerce Bldg., Springfield. Studio and transmitter location Walnut and Jefferson Streets. Geographic coordinates 37° 12′ 26″ N. Lat., 93° 17′ 25″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer James C. McNary, Washington. Principals include President **J. H. G. Cooper** (61%), Vice President-Treasurer **Frank Sedgwick** (5%), Vice President **G. Pearson Ward** (8.8%) and Secretary **Irving W. Schwab** (14.6%). [For application, see TV APPLICATIONS, B•T, Aug. 4.] City priority status: Gr. A-2, No. 57.

LINCOLN, Neb.—Cornhusker Radio & Television Corp. (KOLN). Granted vhf Ch. 12 (204-210 mc); ERP 21.5 kw visual, 11 kw aural; antenna height above average terrain 310 ft., above ground 317 ft. Engineering conditions. Estimated construction cost $195,129, first year operating cost $180,000, revenue $200,000. Post Office address c/o Radio Station KOLN Lincoln, Neb. Studio and transmitter location 40 and W Streets. Geographic coordinates 40° 49′ 23″ N. Lat., 96° 39′ 28″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Edward M. O'Shea** (now 48.5%; proposed 41.78%); Vice President **Harold E. Anderson** (now 2.5%; proposed 15.5%), and Secretary **Bennett S. Martin** (now 48.5%; proposed 41.78%). [For application, see TV APPLICATIONS, B•T, Sept. 22, July 28.] City priority status: Gr. A-2, No. 28.

ASBURY PARK, N. J.—Atlantic Video Corp. Granted uhf Ch. 58 (734-740 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 470 ft., above ground 490 ft. Engineering conditions. Estimated construction cost $337,750, first year operating cost $250,000, revenue $250,000. Post Office address c/o Walter Reade Jr., 710 Mattison Ave. Transmitter location intersection of States Routes 35 and 4 N. Geographic coordinates 40° 17′ 31″ N. Lat., 74° 03′ 06″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Walter Reade Jr.** (49.7%), New York and New Jersey theatre operator, and Vice President and Secretary **Edwin Gage** (49.2%), New York and New Jersey theatre operator (Messrs. Reade and Gage are connected with each other through various mutual theatre holdings). [For application, see TV APPLICATIONS, B•T, Sept. 1.] City priority status: Gr. B-1, No. 135.

FACES of executives in this picture reflect the relationship between station and network as contract is inked between WSLS-TV Roanoke, Va., which hopes to be operating on Channel 10 by the first of the year, and NBC-TV. L to r: Horace S. Fitzpatrick, assistant and commercial manager, and James H. Moore, executive vice president and general manager, both WSLS-AM-FM (and TV), and Paul M. Hancock, southeastern representative of NBC station relations. Contract was effective Sept. 30. Station claims it is one of first to be signed with NBC-TV since the lifting of the freeze.

WILKES-BARRE, Pa.—Louis G. Baltimore (WBRE). Granted uhf Ch. 28 (554-560 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 1,220 ft., above ground 426 ft. Engineering conditions. Estimated construction cost $438,572, first year operating cost $340,000, revenue $379,000. Post Office address 62 South Franklin St., Wilkes-Barre. Studio and transmitter location 4.5 miles SE of Wilkes-Barre on Wyoming Mt. Geographic coordinates 41° 11′ 55.5″ N. Lat., 75° 49′ 05.5″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Willard M. Garrison, Washington. Sole owner is **Louis G. Baltimore.** [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 46.

WILKES - BARRE, Pa. — Wyoming Valley Bcstg. Co. (WILK). Granted uhf Ch. 34 (590-596 mc); ERP 250 kw visual, 130 kw aural; antenna height above average terrain 1,010 ft., above ground 243 ft. Engineering conditions. Estimated construction cost $397,500, first year operating cost $225,000, revenue $250,000. Studio location 88 N. Franklin St. Transmitter location Penobscot Knob. Geographic coordinates 41° 10′ 58″ N. Lat., 75° 52′ 25″ W. Long. Transmitter and antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Principals include President **Dr. Isaiah C. Morgan,** M.D. (12½%), and Secretary **Roy E. Morgan** (12½%), general manager of WILK-AM-FM. [For application, see TV APPLICATIONS, B•T, Sept. 8, May 5, April 21.] City priority status: Gr. A-2, No. 46.

AMARILLO, Tex. — Plains Radio Bcstg. Co. (KGNC). Granted vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 770 ft., above ground 750 ft. Engineering condition. Estimated construction cost $700,000, first year operating cost $314,652, revenue $273,239. Post Office address 8th and Harrison St., Amarillo. Studio location 2000 N. Polk. Transmitter location 4.5 mi. North of Amarillo city limits. Geographic coordinates 35° 18′ 52″ N. Lat., 101° 50′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **B. E. Walker,** Vice President **Parker F. Prouty** and Secretary-Treasurer **Tom Kritser. Globe News Publishing Co.** holds 81% of stock, which is voted by **Gene A. Howe;** remaining 19% of stock held by **Globe News Employes Pool.** [For application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. A-2, No. 47.

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

WCOV-TV Montgomery, Ala. (Capitol Bcstg. Co., uhf Ch. 20); **KMJ-TV Fresno, Calif.** (McClatchy Bcstg. Co., uhf Ch. 24); **WSEE-TV Fall River, Mass.** (New England Television Co., uhf Ch. 46); **WPAG-TV Ann Arbor, Mich.** (Washtenaw Bcstg. Co., uhf Ch. 20); **WKNX-TV Saginaw, Mich.** (Lake Huron Bcstg. Corp., uhf Ch. 57); **WJTV (TV) Jackson, Miss.** (Mississippi Publishers Corp., uhf Ch. 25); **KOLN-TV Lincoln, Neb.** (Cornhusker Radio & Television Corp., uhf Ch. 12); **WCEE (TV) Asbury Park, N. J.** (Atlantic Video Corp., uhf Ch. 58); **WQTV (TV) Binghamton, N. Y.** (U. of State of New York State Education Dept., uhf Ch. *46); **WHTV (TV) Syracuse, N. Y.** (U. of State of New York State Education Dept., uhf Ch. *43); **WUTV (TV) Youngstown, Ohio** (Polan Industries, uhf Ch. 21); **WHP-TV Harrisburg, Pa.** (WHP Inc., uhf Ch. 55); **WBRE-TV Wilkes-Barre, Pa.** (Louis G. Baltimore, uhf Ch. 28); **WILK-TV Wilkes-Barre, Pa.** (Wyoming Valley Bcstg. Co., uhf Ch. 34); **WCOS-TV Columbia, S. C.** (Radio Columbia, uhf Ch. 25); **WNOK-TV Columbia, S. C.** (Palmetto Radio Corp., uhf Ch. 67), and **WROV-TV Roanoke, Va.** (Radio Roanoke Inc., uhf Ch. 27).

* Reserved for Education.

LUBBOCK, Tex.—Bryant Radio & Television Inc. (KCBD). Granted vhf Ch. 11 (198-204 mc); ERP 92 kw visual, 46 kw aural; antenna height above average terrain 751 ft., above ground 786 ft. Engineering condition. Estimated construction cost $342,100, first year operating cost $312,000, revenue $350,000. Post Office address 1803 Broadway, Lubbock. Studio and transmitter location on U. S. 87 between 50th and 66th Sts. Geographic coordinates 33° 32′ 28″ N. Lat., 101° 50′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Joe H. Bryant,** Vice President **George Tarter** and Secretary-Treasurer **Robert L. Snyder.** [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 50.

LUBBOCK, Tex.—Texas Telecasting Inc. Granted vhf Ch. 3 (210-216 mc); ERP 31 kw visual, 15.5 kw aural; antenna height above average terrain 980 ft., above ground 1,000 ft. Engineering condition. Estimated construction cost $469,676, first year operating cost $180,000, revenue not estimated. Post Office address 3601 Avenue H, Lubbock, Tex. Studio location to be determined. Transmitter location 1.5 mi. South of Lubbock on College Ave. Geographic coordinates 33° 31′ 35.14″ N. Lat., 101° 52′ 11.56″ W. Long. Transmitter DuMont. Legal counsel Eliot C. Lovett, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **W. D. Rogers Jr.** (22.2%), general manager of KEYL (TV) San Antonio, Tex., from February, 1950 to April 1952; Vice President **Vernice Ford** (23%), owner of Ford Implement Co., Lubbock; Secretary-Treasurer **W. W. Conley** (11%), ⅓ owner of Conley-Lott-Nichols Co. (heavy machinery distributor), Lubbock, Tex.; **Roger L. Kuykendall** (23%), general manager and 35% owner of Kuykendall Chevrolet Co., Lubbock and **A. L. Lott** (11%), vice president and ⅓ owner of Conley-Lott-Nichols Co. [For application, see TV APPLICATIONS, B•T, July 14.] City priority status: Gr. A-2, No. 50.

SPECIAL TEMPORARY AUTHORITY GRANTED

KBTV (TV) DENVER, Col.—Granted temporary authority to operate new TV station on vhf Ch. 9 with ERP 12.5 kw visual, 6.3 kw aural; antenna height above average terrain 757 ft. Engineering conditions. For period ending at 3 a.m. EST, April 1, 1953.

(Continued on page 78)

XUM

FIVE NEW GRANTS

Include Two to Lubbock

FOUR NEW vhf grants and one uhf authorization were announced by FCC last week to boost the total post-thaw new station permits to 73, including 64 commercial and 9 noncommercial, educational outlets.

Additionally, the Commission designated or notified for hearing a total of 25 applications in various cities. All grants and virtually all hearing actions last week were in the city priority Group A-2 listing, cities 40 miles or more from service.

The new station grants included:

St. Petersburg, Fla. (City priority Group A-2, No. 3)—City of St. Petersburg (WSUN), granted uhf Channel 38 with effective radiated power of 83 kw visual and 42 kw aural and antenna height above average terrain of 460 ft. Estimated commencement date: Unknown.

Amarillo, Tex. (Group A-2, No. 47)—Plains Radio Broadcasting Co. (KGNC), granted vhf Channel 4, ERP 100 kw visual and 50 kw aural, antenna 770 ft. Estimated commencement date: Six to eight months.

Lubbock, Tex. (Group A-2, No. 50)—Bryant Radio and Television Inc. (KCBD), granted vhf Channel 11, ERP 92 kw visual and 46 kw aural, antenna 750 ft. Estimated commencement date: March, 1953.

Lubbock, Tex. (Group A-2, No. 50)—Texas Telecasting Inc., granted vhf Channel 13, ERP 31 kw visual and 15.5 kw aural, antenna 980 ft. Estimated commencement date: Unknown.

Springfield, Mo. (Group A-2, No. 57)—Independent Broadcasting Co. (KTTS), granted vhf Channel 10, ERP 12.5 kw visual and 6.4 kw aural, antenna 260 ft. Estimated commencement date: Unknown.

The following applicants were designated or notified of hearing:

Wichita, Kan. (Group A-2, No. 6)—Mid-Continent Television Inc. and Sunflower Television Co., both former vhf Channel 3 applicants who now seek vhf Channel 10, were designated for consolidation with bids of KAKE Broadcasting Co. (KAKE) and WKY Radiophone Co. (WKY-AM-TV Oklahoma City) in Channel 10 hearing to commence in Washington Oct. 20.

Sacramento, Calif. (Group A-2, No. 11) — Sacramento Broadcasters Inc. (KXOA), former uhf Channel 40 applicant now seeking vhf Channel 3, advised that application is mutually exclusive with those of KCRA Inc. (KCRA) and Harmco Inc. (KROY), heretofore notified, and indicates necessity of comparative hearing.

Madison, Wis. (Group A-2, No. 30)—Television of Wisconsin Inc. and Badger Broadcasting Co. (WIBA), both seeking vhf Channel 3, advised of need for hearing. Additional question of Badger Broadcasting's geographic coordinates is involved.

Topeka, Kan. (Group A-2, No. 43)—Alf M. Landon and R. F. Schoonover, each seeking uhf Channel 42, advised of hearing with additional question involving geographic coordinates in Schoonover application.

Charleston, W. Va. (Group A-2, No. 48)—Joe L. Smith Jr. Inc. (WKNA) and Chemical City Broadcasting Co. (WTIP), each seeking uhf Channel 49, notified of hearing with additional question of Chemical City's corporate structure. Capitol Television Inc., Tierney Co. (WCHS) and Kanawha Valley Broadcasting Co. (WGKV), all three seeking vhf Channel 8, are notified of need for hearing.

Lubbock, Tex. (Group A-2, No. 50)—Plains Radio Broadcasting Co. (KFYO) and Lindsey Television Co., both seeking vhf Channel 5, advised of hearing, with additional questions regarding main studio site of Plains Radio and corporate authority of Lindsey Television. (Plains Radio is new Amarillo grantee above.)

Augusta, Ga. (Group A-2, No. 51)—Georgia-Carolina Broadcasting Co. (WJBF) and Garden City Broadcasting Co. (WAUG), both seeking vhf Channel 6, advised of hearing. Radio Augusta Inc. (WRDW) and Twin States Broadcasting Co. (WGAC), both seeking vhf Channel 12, notified of hearing, with additional question regarding main studio location of Twin States.

Durham, N. C. (Group A-2, No. 52)—Durham Radio Corp. (WDNC) and Durham Broadcasting Enterprises Inc. (WTIK), both seeking vhf Channel 11, advised of hearing, with additional question of Durham Radio's corporate authority.

Stockton, Calif. (Group A-2, No. 53)—Radio Diablo Inc., KXOB Inc. (KXOB) and E. F. Peffer (KGDM), all three seeking vhf Channel 13, and John Poole Broadcasting Co. and San Joaquin Telecasters (KTSN), both seeking uhf Channel 36, notified of hearing.

Jackson, Mich. (Group B-1, No. 13)—Sparton Broadcasting Co., seeking uhf Channel 48, designated for comparative hearing with applications of WIBM Inc. (WIBM) and Jackson Broadcasting and Television Corp. (WKHM), scheduled to begin Oct. 20 in Washington.

In other television actions last week the Commission adopted an order, effective 30 days after publication in the *Federal Register*, to finalize its allocation amendment plan to switch vhf Channel 5 from Nashville, to nearby Old Hickory, Tenn., to satisfy minimum spacing needs from Nashville to the transmitter site of WMCT (TV) Memphis, required by the Commission's Sixth Report to change from Channel 3 to 5 [B•T, Sept. 22].

FCC also denied petition of Wisconsin Broadcasting System Inc., Milwaukee, asking the Commission to reconsider and amend its temporary processing procedure to give special priority to those cities in which hearings had been commenced prior to the imposition of the freeze in September 1948.

The Commission already has amended the temporary processing procedure effective Oct. 15 to suspend handling of further competitive applications for a limited time in view of the backlog of hearing cases already in hand [B•T, Sept. 22]. Aim is to allow speed up in handling of non-competitive bids in cities now without TV.

In another order, FCC denied the petition of Logansport Broadcasting Corp. (WSAL), Logansport, Ind., seeking reconsideration of the Sixth Report's ruling to assign vhf Channel 10 to Terre Haute, Ind., in lieu of assigning it to Logansport and Owensboro, Ky., or in the alternative, granting the counterproposal of Southern Illinois U. to assign Channel 10 to Carbondale, Ill., and Logansport. Comr. Frieda B. Hennock dissented from the denial.

Meanwhile, it has been called to FCC's attention that the effective radiated power reported in the Commission's grant of uhf Channl 57 to WKNX Saginaw, Mich., was in error [B•T, Oct. 6]. FCC reported ERP of 1 kw visual and 0.6 kw aural, but WKNX specified 17.5 kw visual and 12.3 kw aural in its request. Commission late last week stated the formal order would be corrected at its official meeting this week.

Concerning the Channel 4 grant to KGNC Amarillo, Tom Kritser, secretary-treasurer, reported that RCA equipment already is on order and it is hoped to get the new TV outlet on the air within six to eight months.

Of the Channel 11 grant to KCBD Lubbock, Tex., Bob Snyder, assistant manager, said all effort would be made to be on the air by March if materials are available.

NCAA REVIEW

TV on Chicago Agenda

TELEVISION pops up again as a major item on the agenda of the National Collegiate Athletic Assn. today (Monday) and Tuesday when the executive committee meets in Chicago at the LaSalle Hotel. Members of the TV Committee will present an up-to-date report on the progress on NCAA's controlled video program, according to Executive Secretary Walter Byers. The TV program, however, now that most of its problems are settled, is expected to get less discussion than other NCAA matters.

Proposal under consideration by the NCAA Television Committee whereby college football television receipts would be distributed to all members on a basis yet to be formulated was assailed last Wednesday by Notre Dame Director of Athletics Ed (Moose) Krause.

He characterized the plan as "illegal and immoral" and as "socialistic and communistic." Mr. Krause asserted that if such a program were adopted, it logically followed that all colleges should share the endowments, the state university funds and the physical properties of one another.

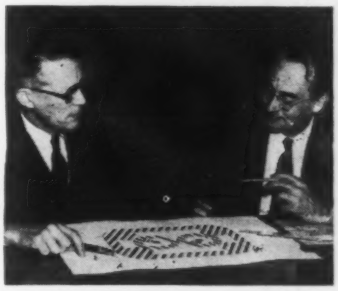
KOA AMENDMENTS

FCC Partly Refuses

PERMISSION to amend the TV application of KOA Denver to show Don Searle as 10% stockholder was refused last week by FCC Hearing Examiner James D. Cunningham, after the request was opposed by KMYR Denver. Both stations are applicants for Denver's Channel 4, and are due to start their hearing soon.

In the original application, KOA showed half ownership each by radio-TV and screen comedian Bob Hope and by Denver Mayor Quigg Newton and associates. Board of directors was to consist of three members for each 50% ownership, with seventh chosen by those six directors. Amendment would have made Mr. Searle, former ABC Western Division executive, the seventh director.

Allowed by the examiner, however, were KOA amendments to show Mr. Searle as general manager [B•T, Sept. 8] and to make engineering and program changes.



ENGINEERS Ebel (l) and Callaghan look over sample and diagram of new uhf lead-in line developed by RCA and manufactured by Anaconda.

* * *

RCA UHF LEAD-IN

Now on Market

LEAD-IN line developed by RCA for uhf TV reception, manufactured by Anaconda Wire & Cable Co., has been tested successfully in Portland, Ore., Lawrence C. Ebel, supervisor of Anaconda's electrical laboratory, and J. D. Callaghan, assistant chief engineer, RCA Service Co., said Tuesday.

The new connection between roof top antenna and uhf receiver (ATV-270) consists of a pair of high-strength Copperweld conductors, each surrounded by Polyethylene spiral thread.

The engineers said the line provides good reception despite rain, salt spray, dirt or electrical interference. It is easy for the service man to handle and is available now at a wholesale price of $60 to $75 per thousand feet, three to four times that of the 300-ohm ribbon line commonly used as lead-in for vhf installations, with which it is comparable.

DUMONT BILLINGS

Bergmann Cites Swift Rise

GROSS billings of the DuMont TV Network will surpass $10 million this year and should triple that amount in four more years, DuMont Sales Director Ted Bergmann told the Television Assn. of Philadelphia in a speech last Wednesday.

He predicted, on the basis of a projection made by the DuMont research department, that "over one billion dollars will be spent by national advertisers in network and national spot television in 1956." He continued: "At its peak, network and national spot radio reached only $406 million. Thus, by 1956, national television dollars will be two and one-half times peak radio dollars."

Reviewing DuMont development of low-cost advertising techniques, Mr. Bergmann reported on the network's billings progress as follows: "In 1949 our total [Publishers Information Bureau] network billing amount to less than $1 million; in 1950 it became $4.5 million; in 1951, $7.7 million, and in 1952 it will pass the $10 million mark. Four more years should triple the 1952 mark."

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XUM

Option on Hearing Issues

(Continued from page 69)

> **power, differences in antenna heights, and other assorted elements of difference which may be shown to exist as among specific applicants in a particular case; to the probative value of the evidence purporting to establish a particular difference as between applicants; and, to the degree of difference established with respect to any specific factor or factors. Moreover, the Commission cannot and will not prejudge which factors, and what degree of differences between applicants on specific factors, will be considered material or decisive in determining a choice between applicants.**

With respect to issue No. 2, "It is the Commission's intention that this issue be considered primarily directed to programming," the majority opinion stated.

"Issue No. 2 does not require specific showings of populations and areas purporting to establish differences in 'service' between applicants. However, the Commission believes that such offers of evidence may be made at the option of the applicants under the provisions of Issue No. 5."

The opinion explained that in reaching this view, "the Commission recognizes that significant differences between predicted areas and populations within the respective Grade A and B contours may sometimes be material as an element to be considered in choosing between applicants."

The ruling stated, however, that the Commission "wishes to point out that there are many grave problems to be carefully considered in the submission, in the admission, and in the evaluation of the evidence referred to above." The following criteria were set forth:

> **FIRST: The right to introduce such evidence is in no way to be construed as a guarantee that differences as to the areas and populations within the predicted Grade A and Grade B contours will be considered as necessarily having any significant effect on our choice between applicants. ALL pertinent comparative factors will be considered and weighed in accord with our views [previously expressed].**
>
> **SECOND: The evidence introduced purporting to show differences between applicants as to areas and populations with the predicted signal intensity contours must have probative value. In this respect, speculations not grounded on substantial evidence are now no more admissible to attempt to prove this factor, than they have ever been with respect to any other factors of comparison.**
>
> **THIRD: To the extent that evidence is introduced and admitted concerning the mentioned differences in areas and populations, the Commission wishes to advert to and to emphasize certain elements at this time, and before substantial commitments may be made by applicants looking toward such proof. In the light of the technical information now available to the Commission as to the present state of the art, it appears that the tools available to the applicant and to the Commission may not be sufficiently sharp and reliable to permit an accurate delineation of field intensity contours, nor to permit an accurate prediction of areas and populations. As stated in the Sixth Report at Paragraph 88:**
>
> **"The Ad Hoc Committee report establishes that the received field intensities of television signals vary so greatly from location to location and with time, that any prediction of service from these average curves for a specific station is expected to deviate appreciably from the actual service. In addition, it is clear that a very large number of measurements from both desired and interfering stations, many of which will not be in existence for several years, would be necessary to make an accurate prediction of service for any specific station. However, the Ad Hoc report indicates that the overall estimate of service for a large number of stations will be fairly good. In view of the foregoing, it is apparent that the assignment table must be made on a large area basis for which the overall estimated service is reasonably accurate. The assignment Rules and Standards, however, cannot be construed as guarantees of service but rather a yardstick based upon the best available data. As the quantity of available data increases, the assignment Rules and Standards may be revised at a later date in the light of scientific findings."**
>
> **Again, in Paragraph 91, the following statement is made:**
>
> **"It should be stressed again that the service and interference computed by the use of these charts are not expected to prevail for any specific station but rather describe the service and interference which would prevail if the stations involved were all typical ones producing the average field intensities described by the charts."**

In view of the foregoing, the Commission majority ruled that it "will not accede to the requests that the Commission require a showing with respect to the areas and populations in the predicted signal intensity contours. As previously indicated, such offers of evidence may be made at the discretion of the parties to the proceeding within Issue No. 5."

The Commission further explained that "the admissibility of evidence and the weight to be given such evidence as may be admissible, is first left to the discretion of the hearing officer, and then to the Commission's consideration without any prejudgment here.

"In order that no misconceptions may result, we wish to reiterate our views as set forth in paragraph 4 regarding the elements considered in a comparative hearing and to the weight to be given such elements. We also desire to stress again our views on the effects of the various error factors on admissibility of evidence, and to the weight to be accorded thereto."

First Asked Last Month

The initial petition for enlargement of the issues in the Portland hearings was filed by Westinghouse Radio Stations Inc. in early September. Subsequent pleadings were filed by a majority of the other applicants as well as the Chief of FCC's Broadcast Bureau.

A separate order was also issued by the Commission to deny the petition of Columbia Empire Telecasters Inc., Channel 12 applicant at Portland, which alleged that "Issue 5 and that part of Issue 1 dealing with 'other qualifications' may not be broad enough to embrace all the factors upon which there may be a material difference." The petitioner pointed out the question should not be left to subsequent litigation and held clarification of the matter is essential to early disposition of the many pending hearing cases.

FCC's denial pointed out that the Chief of the Broadcast Bureau, in his reply to the petition, "asserts that said Issues 1 and 5 were intended to be no different in scope than those used so often in the past for hearings on AM and FM applications and that, on the basis of established practice and precedent, no evidence is admissible under Issue 5 that is not within the scope of Issues 1 through 4."

Concerning the insertion of the Sec. 307(b) issue into the Portland-Vancouver Channel 21 hearing, FCC noted the Chief of the Broadcast Bureau stated such an issue "is clearly appropriate . . . because the applications are for different communities." The issues in the hearing were amended to read:

> 5. To determine in the light of Section 307(b) of the Communications Act of 1934, as amended, which, if either, of these applicants would provide the more fair, efficient and equitable distribution of radio (television) service.
>
> 6. To determine on a comparative basis which, if either, of the above-entitled applications should be granted.

Hennock's Views

Comr. Hennock's separate views on the majority's ruling with respect to the petitions of Westinghouse and others is as follows:

> I am in agreement with the majority determination to deny the instant petitions but such action, in my opinion, should have been taken on a completely different ground. I believe that the Commission should now determine by rule that when two or more applicants in a single community seek the same channel assigned thereto that the comparative hearing should not include any issue or evidence as to the "most efficient technical use of that channel." Such an "engineering issue" would require specific showings of coverage and service which it is clear cannot be made with any reasonable degree of accuracy. For this and other reasons enumerated below, the public interest requires that such an issue play no part whatsoever in the comparative TV proceedings as the basis for preferring one applicant to another. Thus, insofar as and to the extent that this Commission decision establishes that such technical differences between applicants will play any role in the hearings and in the eventual licensing determination, I am firmly opposed to it.
>
> The fundamental fault of including such an "engineering issue" in comparative proceedings lies in the fact that there is nowhere established or proposed any standard or method by which specific areas and the population within them receiving service may be determined with any substantial degree of accuracy. For this reason, explained at length below, the Commission should not permit the competitive applicants an "option" to introduce such evidence under "Issue 5" in these proceedings. For it should be clear from our past experience that applicants given such "option" will generally choose to exercise it, with the result that this "engineering issue" will be stressed as a material factor in most comparative proceedings.
>
> The Commission in its Sixth Report and Order expressly and impliedly rejects the use of the propagation data established therein as a basis for such comparative determinations. Its field intensity curves, it states, are "only assignment tools," useful and accurate in the establishment of a nationwide Table of Allocations (Pars. 90, 91). But it points out that they merely "indicate the approximate extent of coverage over average terrain in the absence of interference from other television stations." (Sec. 3.683 of the Rules.) Thus, it specifically provides that these field intensity contours shall be considered "only" for certain limited purposes, none of which would permit their use for an "engineering issue" in the licensing proceedings.
>
> These Commission propagation curves are undeniably based upon a set of fixed and hypothetical assumptions, including average flat terrain, a constant height for a nondirectional antenna, a constant signal-noise ratio, a "typical home receiver installation" and particularly, the absence of interference from other stations. Such assumptions will hardly, if ever, be reflected in the specifically proposed operations; thus it is recognized that "any prediction of service from these average curves for a specific station is expected to deviate appreciably from actual service" and that "under actual conditions, the true coverage may vary greatly from these estimates." (Par. 88 and Sec. 3.683 of the Rules).
>
> Furthermore, even if the hypothetical and proposed field intensity contours do happen, rarely, to coincide, there are no reliable tools available by which actual service to populations residing within such contours may be evaluated. As the Commission has admitted, data obtained by using these contours "cannot be construed as guarantees of service." (Par. 88). Since determinations of "service" turn upon a host of variable factors they, just as the predictions of the contours themselves, are subject to substantial inherent errors which must rule out close reliance upon them as the basis for a comparative distinction. Thus it is concluded in the Sixth Report and Order that: "Because of these factors, the predicted field intensity contours give no assurance of service to any specific percentage of receiver locations within the distances indicated. *In licensing proceedings these variations will not be considered.*" (Sec. 3.683 of the Rules, italics supplied).
>
> For these reasons, it must here be concluded that in the present state of the art there is no practical yardstick, comprehending all known variables, whereby parties could predict with any reasonable degree of accuracy the areas and the populations within them to be served by a proposed operation. To permit the inclusion of this "engineering issue" in the licensing proceedings would thus seriously backtrack upon the fundamental principles of the Sixth Report and Order, determined after an exhaustive study of the entire, technical basis of television broadcasting. It would, moreover, result in a wasteful expenditure of time, money and effort by all concerned and open the doors of the comparative proceedings to a flood of speculative and vague evidence that would, without any compensatory benefit, unduly burden the record and prolong the hearings. It would be far better for the Commission now to rule out this so-called "engineering issue" and not launch the contestants on a "fishing expedition," in which they will hope and strive to turn up alleged "substantial differences" in coverage in order to prevail in hotly contested hearings for a valuable television channel.
>
> The highly competitive nature of the comparative proceedings suggests other serious consequences which may very well flow from the inclusion therein of an "engineering issue." For such issue will tend to drive all competing applicants up to the maximum permissible power and antenna height in order to avoid any risk of being nosed out in the proceedings. Such emphasis upon the "most efficient" (i.e. the most extensive) use of the channel, which is obtainable at a materially higher cost, can only result in favoring the most affluent contestant and in discouraging prospective applicants who might otherwise be willing to enter the television field and supply a greater diversification of ownership which must result in bringing it additional new blood, ideas, experience and vigor. In my view, such emphasis on this type of criteria has no place in a comparative hearing. For it may safely be assumed that should an applicant now specifying operation at less than the maxima be successful in the hearing, that thereafter the competitive stimuli of the industry will insure the widest possible extension of his service beyond

(Continued on page 88)

NEW AREA HOOPERS

17 Clients Subscribe

CBS-TV and 16 advertisers and advertising agencies have subscribed to the new TV-Area Hooperatings announced less than a month ago, C. E. Hooper said Friday. Those listed as having ordered the 40-city TV reports to be issued by the Hooper firm starting this month are:

N. W. Ayer & Son; Ted Bates & Co.; BBDO; Borden Co.; Harry B. Cohen Adv.; CBS-TV; Cunningham & Walsh; D'Arcy Adv.; William Esty & Co.; Foote, Cone & Belding; Hewitt; Ogilvy, Benson & Mather: Lever Brothers Co.; C. L. Miller Co.; Needham, Louis & Brorby; Sullivan; Stauffer, Colwell & Bayes; Texas Co., and Geoffrey Wade Adv.

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including KNXT, Los Angeles, KPIX, San Francisco, KFMB-TV, San Diego, KSL-TV, Salt Lake City, and KPHO-TV, Phoenix.

TV Grants and Applications

(Continued from page 72)

HEARINGS

FCC on Oct. 9 notified 26 applicants for TV stations that their applications indicate the necessity for hearing. For full details, see story, page 69.

NEW APPLICATIONS

Listed by States

† Indicates pre-thaw application refiled (amended).

PHENIX CITY, Ala.—Community Bcstg. Co. (WPNX), uhf Ch. 28 (554-560 mc); ERP 93.5 kw visual, 50.1 kw aural; antenna height above average terrain 346 ft., above ground 446 ft. Estimated construction cost $230,841, first year operating cost $120,000, revenue $150,000. Post Office address P. O. Box 388, Phenix City, Ala. Studio location 1900 McCann St. Transmitter location about ¼ mi. west of 16th Ave. at 1900 McCann St. Extended. Geographic coordinates 32° 26′ 21″ N. Lat., 85° 01′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Roy M. Greene** (⅓), Executive Vice President **Clarence E. Leeper** (⅓) and Secretary-Treasurer **Virgil R. Greene** (⅓). City priority status: Gr. A-2, No. 42 (Columbus, Ga., channel is sought).

SACRAMENTO, Calif.—KAA-TV Co., uhf Ch. 40 (626-632 mc); ERP 19.1 kw visual, 10.3 kw aural; antenna height above average terrain 310 ft., above ground 341 ft. Estimated construction cost $172,900, first year operating cost $210,000, revenue $245,000. Post Office address 11100 Cashmere St., Los Angeles 49, Calif. Studio location to be determined. Transmitter location 1080-85 North B St., Sacramento. Geographic coordinates 38° 35′ 29″ N. Lat., 121° 29′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include **Ashley L. Robison** (50%), owner of Robison Corp. (precision machine shop), Los Angeles, and **Frank E. Hurd** (50%), 37½% owner of Pacific Overseas Airlines Corp. (airplane overhaul facilities and manufacture of airplane parts, etc.), Los Angeles. Mr. Robison was an employe of WORL Boston from 1937 to 1949. City priority status: Gr. A-2, No. 11.

JOLIET, Ill.—Joliet Television Inc. (WJOL), uhf Ch. 48 (674-680 mc); ERP 10.9 kw visual, 5.45 kw aural; antenna height above average terrain 501 ft., above ground 538 ft. Estimated construction cost $157,877, first year operating cost $93,600, revenue $93,600. Post Office address 601 Walnut St., Joliet, Ill. Studio and transmitter location 601 Walnut St. Geographic coordinates 41° 32′ 09″ N. Lat., 88° 03′ 14″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **Willard H. Erwin Jr.**, Vice President **Robert W. Thomas** and Secretary **Joseph J. Garvey**. Sole stockholder is **Joliet Bcstg. Co.**, licensee of WJOL. All stock is voted by Mr. Erwin. City priority status: Gr. B-1, No. 129.

MINOT, N. D.—North Dakota Bcstg. Co. (KCJB), vhf Ch. 10 (192-198 mc); ERP 28.6 kw visual, 14.3 kw aural; antenna height above average terrain 418 ft., above ground 416 ft. Estimated construction cost $156,950, first year operating cost $120,000, revenue $144,000. Post Office address 15-A West Central Ave., Minot, N. D., or Apt. 301, Thomas Apts., Minot, N. D. Studio and transmitter location on U. S. Highway 83, 1½ mi. south of Minot city limits, present transmitter site of KCJB (AM). Geographic coordinates 48° 11′ 57″ N. Lat., 101° 17′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Crampton (D. F. Prince), Washington. Consulting engineer Lloyd R. Amoo, Des Moines, Iowa. Principals include President and Director **John W. Boler** (3.7%), president, general manager and owner of controlling interest of KCJB and owner of KSJB Jamestown, N. D.; Secretary **John Hjellum** (0.2%), partner in Jamestown (N. D.) law firm of Rittgers, Hjellum & Weiss; **Merrel T. Elbery** (3.9%), farmer, and **Mary Frances Boler** (1.5%), housewife. **Jamestown Bcstg. Co.**, licensee of KSJB, owns 85% of applicant; Mr. Boler is president and treasurer of Jamestown Bcstg. Co. City priority status: Gr. A-2, No. 232.

MUSKOGEE, Okla.—Oklahoma Press Pub. Co. (KBIX), vhf Ch. 8 (180-186 mc); ERP 49.8 kw visual, 29.9 kw aural; antenna height above average terrain 495 ft., above ground 537 ft. Estimated construction cost $248,525, first year operating cost $125,000, revenue $125,000. Post Office address 214-216 Wall St., Muskogee, Okla. Studio and transmitter location on east side of Mill St., about 0.6 mi. north of Muskogee city boundary. Geographic coordinates 35° 46′ 44″ N. Lat., 95° 21′ 19″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President and Treasurer **Tams Bixby Jr.** (40%), Vice President **Tams Bixby III** (30%), **Esther Bixby** (10%) (wife of Tams Bixby Jr.), **Joanne B. Weber** (10%) and **Virginia B. Hoopes** (10%). Applicant also is 99.6% owner of KGBX Springfield, Mo., and has stock interest in Springfield Newspapers Inc., applicant for new TV station in Springfield [TV APPLICATIONS, B•T, June 9]. City priority status: Gr. A-2, No. 118.

TULSA, Okla.—Elfred Beck, uhf Ch. 23 (524-530 mc); ERP 179.5 kw visual, 89.75 kw aural; antenna height above average terrain 518 ft., above ground 499 ft. Estimated construction cost $435,126, first year operating cost $260,000, revenue $235,000. Post Office address 3302 South Florence St., Tulsa, Okla. Studio location to be determined. Transmitter location 36th St. and Delaware Ave. Geographic coordinates 36° 06′ 46″ N. Lat., 95° 56′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George C. Davis, Washington. Sole owner is **Elfred Beck,** owner of Albec Oil Co. (oil production), Tulsa, owner of Charlene Estates Edition [sic] (real estate sales), Tulsa, and 6.25% owner of La Brisa Land & Cattle Co. (livestock rental property), Star County, Tex. City priority status: Gr. B-4, No. 197.

† MEMPHIS, Tenn.—Harding College (WHBQ), vhf Ch. 13 (210-216 mc); ERP 238 kw visual, 119 kw aural; antenna height above average terrain 501 ft., above ground 533 ft. Estimated construction cost $445,092, first year operating cost $400,000, revenue $465,000. Post Office address Gayoso Hotel, Memphis, Tenn. Studio location Hotel Chisca, Main and Vance Avenues, Memphis. Transmitter location 2641 Summer Ave., Memphis. Geographic coordinates 35° 08′ 58″ N. Lat., 89° 58′ 11″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President of the Board and Trustee **C. L. Ganus**, owner of Finest Foods Inc. (restaurant), New Orleans; Vice President of the Board and Trustee **Dr. L. M. Graves**, physician, head of Memphis Health Dept., and Secretary-Treasurer of the Board and Trustee **W. O. Beeman**, associated with Murray Co. (industrial management), Memphis. Applicant is nonprofit educational institution; no stock authorized or issued. City priority status: Gr. B-4, No. 188.

HOUSTON, Tex.—KNUZ Television Co. (KNUZ), uhf Ch. 39 (620-626 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 517 ft., above ground 540 ft. Estimated construction cost $347,679, first year operating cost $350,379, revenue $286,260. Post Office address P. O. Box 2135, Houston, Tex. Studio and transmitter location 4702 Austin St. Geographic coordinates 29° 43′ 48″ N. Lat., 95° 22′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Max H. Jacobs** (40%), 26% owner of KNUZ; Vice President and Treasurer **Irvin M. Shlenker** (40%), chairman of the board and owner and trustee of substantial stock interest of Houston National Bank; Vice President and General Manager **David H. Morris** (5%), general manager of KNUZ; Assistant Treasurer **Douglas B. Hicks** (5%), 26% owner of KNUZ; Secretary **Bailey A. Swenson** (5%), 24% owner of KNUZ, and Assistant Secretary **Leon Green** (5%), 24% owner of KNUZ. City priority status: Gr. B-4, No. 183.

(Continued on page 80)

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TV Grants and Applications

(Continued from page 78)

MIDLAND, Tex. — Permian Basin Television Co., vhf Ch. 2 (54-60 mc); ERP 51 kw visual, 26 kw aural; antenna height above average terrain 1,009 ft., above ground 1,051 ft. Estimated construction cost $472,040, first year operating cost $125,000, revenue $125,000. Post Office address Ritz Theatre Bldg., Midland, Tex. Studio location to be determined. Transmitter location on State Highway 307, 3¾ mi. east of Midland City. Geographic coordinates 32° 00′ 15″ N. Lat., 101° 59′ 30″ W. Long. Transmitter and antenna RCA. Legal Counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President **J. Howard Hodge** (44%), 50% owner of Video Independent Theatres Inc.; Vice President and Treasurer **Veda Wells Hodge** (4%), wife of Mr. Hodge; Secretary **C. R. Guthrie** (4% as trustee for Video Independent Theatres Inc.); **Henry S. Griffing** (44% as trustee for Video Independent Theatres Inc.), president of Video Independent Theatres Inc., and **Edgar T. Bell** (4%), until 1951 general manager of KTOK Oklahoma City. **Video Independent Theatres Inc.** is beneficial owner of 48% of applicant. City priority status: Gr. A-2, No. 236.

TEMPLE, Tex. — Bell Pub. Co. (KTEM), vhf Ch. 6 (82-88 mc); ERP 12.9 kw visual, 6.5 kw aural; antenna height above average terrain 465 ft., above ground 403 ft. Estimated construction cost $164,807, first year operating cost $150,000, revenue $175,000. Post Office address P. O. Box 419, Temple, Tex. Studio location 119 West Ave. A. Transmitter location North First St. and city limits. Geographic coordinates 31° 07′ 27″ N. Lat., 97° 19′ 52″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher. Wayland, Duvall & Southmayd, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Frank W. Mayborn** (95%), who also is president and controlling stockholder of WMAK Nashville, Tenn., and Secretary-Treasurer **C. A. Schulz** (5%). City priority status: Gr. A-2, No. 200.

WICHITA FALLS, Tex.—Neely G. Landrum, vhf Ch. 3 (60-66 mc); ERP 30 kw visual, 16.1 kw aural; antenna height above average terrain 690 ft., above ground 700 ft. Estimated construction cost $307,295, first year operating cost $254,150, revenue $264,000. Post Office address Neely G. Landrum, 24th Floor, Mercantile Bank Bldg., Dallas, Tex. Studio and transmitter location U. S. Highway 82 and 277, 3.75 mi. SW of center of Wichita Falls. Geographic coordinates 33° 53′ 42″ N. Lat., 98° 33′ 17″ W. Long. Transmitter and antenna GE. Legal counsel J. Percival Rice, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is **Neely G. Landrum**, independent oil and gas operator and investor. City priority status: Gr. A-2, No. 56.

APPLICATIONS MODIFIED

MONTGOMERY, Ala.—Southern Enterprises (modification of application), change to uhf Ch. 32 (578-584 mc), from uhf Ch. 20 (506-512 mc); ERP 108.6 kw visual, 61.5 kw aural, from 19.8 kw visual, 9.9 kw aural; antenna height above average terrain 289 ft., from 384 ft., above ground 245 ft., from 340 ft. Estimated construction cost $170,885 from $165,722, first year operating cost $180,000, from $170,000, revenue $200,000 from $195,000. Change transmitter to DuMont from RCA. Change geographical coordinates to 86° 15′ 53″ W. Long from 86° 18′ 29″ W. Long. [For application, see TV APPLICATIONS, B•T, July 21, June 16.]

SANTA BARBARA, Calif. — Santa Barbara Bcstg. & Television Corp. (modification of application), to change ERP to 50.1 kw visual, 25.1 kw aural, from 42.7 kw visual, 21.4 kw aural; antenna height above average terrain to 3,003 ft., from 3,309 ft., above ground to 183 ft., from 158 ft. Change transmitter location to 1.2 mi. east of Santa Ynez Peak in Santa Ynez Mtns. from Santa Ynez Peak in Santa Ynez Mtns. Change geographical coordinates to 34° 31′ 36″ N. Lat., 119° 57′ 08″ W. Long., from 34° 31′ 36″ N. Lat., 119° 58′ 38″ W. Long. [For application, see TV APPLICATIONS, B•T, Aug. 4.]

TERRE HAUTE, Ind.—Polan Industries (modification of application), to change antenna height above average terrain to 534 ft. from 536 ft. [For application, see TV APPLICATIONS, B•T, Sept. 22.]

TOPEKA, Kan. — S. H. Patterson (KJAY) (modification of application), to change ERP to 56.7 kw visual, 28.4 kw aural, from 25.2 kw visual, 12.6 kw aural; antenna height above average terrain to 714 ft., from 534 ft., above ground to 673 ft., from 537 ft. Change transmitter location to 2.5 mi. north and 0.1 mi. west of junction of Brickyard and U. S. Highway 40. Change geographical coordinates to 39° 07′ 49″ N. Lat., 95° 43′ 29″ W. Long., from 39° 01′ 11″ N. Lat., 95° 34′ 13″ W. Long. Change legal counsel to Reed T. Rollo, Washington, from P. W. Seward, Washington. [For application, see TV APPLICATIONS, B•T, July 14, April 21.]

WICHITA, Kan.—Sunflower Television Co. (modification of application), to change name of applicant to Sunflower Television Co. Inc., from E. V. Yingling, W. L. Hartman, Virgil S. Browne Jr., George P. Hollingbery and John D. Montgomery, d/b as Sunflower Television Co.

BUTTE, Mont.—Television Montana (KXLF and KBOW) (modification of application), to change to vhf Ch. 6 (82-88 mc), from vhf Ch. 4 (66-72 mc); change ERP to 2.03 kw visual, 1.015 kw aural, from 1.622 kw visual, 0.811 kw aural. [For application, see TV APPLICATIONS, B•T, August 11.]

LIMA, Ohio—WLOK Inc. (WLOK) (modification of application), change to uhf Ch. 73 (824-830 mc), from uhf Ch. 41 (632-638 mc). [For application, see TV APPLICATIONS, B•T, July 7.]

EXISTING STATIONS

Granted Change in Channel

WOI-TV Ames, Iowa—Iowa State College of Agriculture & Mechanical Arts. Granted change from vhf Ch. 4 to vhf Ch. 5; ERP from 13 kw visual, 8 kw aural, to 29.5 kw visual, 15 kw aural; antenna height above average terrain 550 ft. Also granted change in studio location, antenna and equipment changes.

Changes Requested

WICC-TV BRIDGEPORT, Conn. — Southern Connecticut & Long Island Television Co. Mod. CP (which authorized new TV station) to change ERP to 182 kw visual, 91.1 kw aural, from 81 kw visual, 46 kw aural; change studio location to Booth Hill, 6.9 mi. north of center of Bridgeport, from 114 State St., Bridgeport; change equipment, etc.

WJTV (TV) JACKSON, Miss.—Mississippi Pub. Corp. Mod. CP (which authorized new TV station), to change transmitter location to west of Robinson Road, about 0.3 mi. north of Route 18, about 4.5 mi. WSW of center of Jackson, Miss., from SW corner of Pascagoula and S. West Streets, Jackson; change ERP to 177 kw visual, 63.54 kw aural, from 205 kw visual, 105 kw aural, and install new equipment.

WKBN-TV YOUNGSTOWN, Ohio—WKBN Bcstg. Corp. Mod. CP to change ERP to 158 kw visual, 95 kw aural, from 200 kw visual, 100 kw aural, and to make antenna changes.

WICU (TV) ERIE, Pa.—Dispatch Inc. Mod. CP (as mod., which authorized changes in existing TV station) for extension of completion date to April 24, 1953, from Oct. 24, 1952.

WMCT (TV) MEMPHIS, Tenn.—Memphis Pub. Co. Amendment to CP to change frequency to vhf Ch. 5 (76-82 mc), from vhf Ch. 3 (60-66 mc), and make further antenna changes.

KTVA (TV) AUSTIN, Tex.—Tom Potter. Mod. CP (which authorized new TV station) to change transmitter location to 4.8 mi. NW of state capitol building, Austin, from 3.7 mi. NW of state capitol building, and make antenna changes.

KTSM-TV EL PASO, Tex.—Tri-State Bcstg. Co. Mod. CP (which authorized new TV station), to change ERP to 58.7 kw visual, 29.35 kw aural, from 64 kw visual, 32 kw aural; change transmitter location to Third St. and South Santa Fe St., El Paso, from Mills Bldg., Mills and North Oregon St., El Paso, and make antenna changes.

FAVORITE STORY *principals include (l to r) Eddie Davis, director; Maurice Unger, Ziv TV West Coast production manager, and Mr. Menjou, star and narrator.* ➤

NBC-TV WINS

'Best' DMAA Industry Award

NBC television last week won the best-of-all-industry grand award of Direct Mail Adv. Assn. for its use of direct mail to promote TV programming and sales. The award was made at the 35th annual conference, Oct. 8-10 at the Shoreham Hotel, Washington, D. C.

Cited in the award was James Nelson, manager of advertising and promotion for NBC. Certificates to the 66 winners in the 24th annual competition were presented by Dorothy Collins, of the *Lucky Strike Hit Parade* television program.

Among companies receiving best-of-industry awards were General Electric Co., Electronics Div., of which Roy Jordan is manager of advertising and sales promotion; WMCA New York, for independent radio stations, with William H. Youry II as sales promotion director; NBC for radio networks, with Jacob A. Evans as manager of radio and advertising promotion.

Elon G. Borton, president-general manager, Advertising Federation of America, told DMAA that direct mail is used by more concerns than any other medium. Whereas "anybody can use direct mail at any time and in any amount," he said, there are only 3,000 radio and about 100 TV outlets, for example, along with 2,000 daily newspapers, 10,000 weeklies and a relatively small number of magazines. He called for strengthening of the DMAA operation, reminding that "one advertising medium has a million dollar budget for its division of promotion alone besides a big budget for its overall association."

CBS-Columbia Buys

CBS-COLUMBIA Inc., N. Y. (manufacturer of radio and TV receiving sets, phonograph combinations and other electronic equipment) to sponsor *Doris Day Show* on CBS Radio, effective Nov. 11 (Tuesday, 10:05-30 p.m. EST). Ted Bates, New York, is the agency.

ZIV TV SALES

Activity, Staff Upped

EXPANSION and realignment of the Ziv Television Programs Inc. sales staff because of expected record sales of the new Ziv TV film series, *Favorite Story*, together with other stepped-up sales activities, were announced last week by M. J. Rifkin, sales vice president.

In a reshuffling of the sales department, Mr. Rifkin announced Walter Kingsley, former account executive in Los Angeles, has assumed duties of western division sales manager and Albert S. Goustin, former New York account executive, has been promoted to eastern division manager. Ed J. Broman continues as central division sales manager. Before joining Ziv two years ago, Mr. Kingsley was an account executive with WCOP Boston and previously served as commercial manager of WHOB Gardner, Mass. Mr. Goustin became associated with Ziv early this year after resigning from Blair TV Inc., where he supervised eastern sales.

New account executives, as announced by Mr. Rifkin, include: Don Staley, Los Angeles; C. E. McCurry, Virginia-North Carolina; Charles Britt, Memphis, and John Brumback, five northwestern states.

In a further realignment, Mr. Rifkin reported, Harold Winther has been shifted to the Minneapolis-St. Paul area; William Johnson to the Kentucky area; Paul Blair from Chicago to Detroit; Robert Carroll from Detroit to upstate New York, and Leon Bernard from upstate New York to Pittsburgh.

Increase in personnel was attributed in part by John L. Sinn, company president, to response by large regional advertisers in the East, Midwest and on the West Coast to the new film series, starring Adolph Menjou. Although the national release date has not been announced, Mr. Sinn revealed, the show has been sold to the Olympia Beer Co., Olympia, Wash., and Blatz Brewing Co., Milwaukee.

Olympia has purchased the entire West Coast: KPTV (TV) Portland; KING - TV Seattle; KXLY-TV Spokane; KHQ-TV Spokane; KRON-TV San Francisco; Los Angeles, over a station to be announced later, and KFMB-TV San Diego.

Blatz will sponsor the show at Milwaukee and on several other stations to be announced soon.

Tea Council Campaign

TEA Council, New York, will spend its entire winter advertising budget of some $450,000 on TV spots as result of successful testing in Syracuse and San Francisco. Leo Burnett agency, Chicago, is buying nighttime and daytime minutes and station breaks in 10 major markets for 20 weeks from Nov. 1.

Congratulations!
from RCA Victor

to
Kukla

...Fran

and Ollie
on their

5
Anniversary

And special thanks
to Burr Tillstrom

RCA Victor proudly congratulates the Kukla Fran and Ollie show on attaining its 5th Anniversary.

A special bouquet to Burr Tillstrom—the hand and voice behind the puppets—for his imaginative and valuable contribution to the entertainment field. Together with Fran Allison, who has lent her charm and sensitive wit, Burr Tillstrom has created a world of fantasy that has very real meaning for millions of Americans—adults and children alike. The very *best* wishes from America's favorite television to one of the truly top shows in the entertainment field! Tmks.®

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA
World Leader in Radio... First in Recorded Music... First in Television

TV Fading Movies

(Continued from page 69)

of *Wyoming Eagle* and *State Tribune*. Cheyenne Newspapers Inc. is 66% stockholder in KFBC Cheyenne, TV applicant for that city. Possibility of duopoly was raised when it was pointed out that Cheyenne is 96 air miles from Denver.

The claim that he would show that Harris P. Wolfberg, father of principal Denver Television Co. stockholder John M. Wolfberg, was "real party in interest" in the TV applicant, was made by KLZ counsel Theodore A. Pierson, of Pierson & Ball.

Cross examination of Mr. Wolfberg, who is president as well as 34% stockholder in Denver Television, commenced Thursday. If all subscriptions are taken up, Mr. Wolfberg will retain a 21.5% interest in the company, he acknowledged during direct testimony.

Other major stockholders in Denver Television are F. Kirk Johnson, Texas oil magnate, 20%; James M. Stewart, radio-TV and screen actor, 20%; Sterling C. Holloway, Texas attorney, 10%; Wilford M. Barber, physician, 10%, and Max G. Brooks, banker, 5%.

Denver Television plans to spend $688,524 in construction, $600,000 per year in operating expenses. Of this, $289,820 would be payroll for 61 people. Proposed rate card is geared to $362.50 per one-time Class A time charge.

Revenue was estimated as $612,622, if run as a non-network station; $556,478 if network. If network-affiliated, operating cost would be $75,000 less than the $600,000 estimated.

Wolfberg Movie Holdings

Wolfberg interests own six theatres in Denver—downtown Broadway and Paramount and four drive-ins.

Among others who testified last week was J. Elroy McCaw, KLZ vice president and 20% stockholder. He was interrogated on how much time he would devote to KLZ-TV operation, if granted, in the light of his other radio holdings.

Mr. McCaw owns 100% of KRSC Seattle (which is being sold, see story on page 63) and KORC Mineral Wells, Tex. He holds a 50% interest in KYA San Francisco; KELA Centralia, Wash.; KPOA Honolulu; and KILA Hilo, T. H. He is one-third owner of KYAK Yakima, Wash., and of KALE Richmond, Wash. It was also brought out that Mrs. McCaw is 25% owner of KAPA Raymond, Wash., and that its president-35% owner, Joe Chytil, is the former manager of McCaw-owned KELA Centralia.

Remainder of this week is scheduled to be taken up with other Denver Television stockholders and General Manager A. H. Constant, former KRON-TV San Francisco commercial manager, and Technical Director Tom Morrissey, former KFEL-TV Denver chief engineer.

COMPETITIONS

Is KVAN-KGON Hearing Test Case?

EXAMPLE of what is in store for applicants in comparative TV hearings was set forth last week at FCC in the Channel 21 competition between KVAN Vancouver, Wash., and KGON Portland, Ore., as attorneys for the stations meticulously cross examined witnesses of the opposition concerning details of evidence introduced.

With the addition of a new hearing issue on the comparison of predicted service to the two communities and their respective needs, a Sec. 307(b) consideration heretofore not a part of TV licensing proceedings (see story page 69), the two applicants were in the position late last week of being hard pressed to complete their cases by this Tuesday night. On Wednesday, the Portland vhf Channel 12 hearing is slated to begin before same hearing examiner, Elizabeth C. Smith, but may be postponed.

Bulk of the week was devoted to examination of Irwin S. Adams, president and 51% owner of Mt. Scott Telecasters Inc., who with his wife is also chief owner of KGON. Mrs. Adams is secretary-treasurer and 24% owner of the TV applicant, a new corporation distinct from the KGON licensee firm, Clackamas Broadcasters Inc.

Financial Report

Mr. Adams testified KGON's current assets total $28,567 with current liabilities $19,843 and net worth $34,674. He said the station's net income after taxes in 1951 was $6,490; 1950, $1,494. After the hearing Thursday, he reported 1951 gross revenue totaled $107,232, which figure is up 20% for the first nine months of this year.

The witness stated he and Mrs. Adams have obtained a loan of $100,000 for the construction of the proposed TV outlet from Robert J. Hartke, owner of Hartke Trailer Sales at Portland and Bob Hartke Pontiac, Oregon City. Mr. Hartke took the stand to relate details.

Mr. Adams testified the TV applicant also has obtained deferred equipment payments totaling nearly $240,000.

Total estimated cost of construction is $306,603 with initial annual operating cost amounting to $202,641 and estimated revenue $234,000. Nearly $79,000 of the operating expense will be staff salaries.

Mr. Adams was questioned in detail concerning estimated operating costs by opposing counsel.

The witness said the proposed outlet expects to operate as an independent although network affiliation is not ruled out. The station's programs would be 66% commercial with the majority of all shows to be on film at first. Some 16% of the programs would be local live, he testified. Time would be made available to numerous local organizations, he said, including Lewis & Clark College, the U. of Portland and the Portland Symphony Society.

The other Mt. Scott witness last week was Edward G. Saxe, operations manager and chief engineer of KGON, who will have comparable duties in TV. He testified the TV station will be a separate operation from KGON with different staff and programming. KGON has a staff of 19, he said, and the TV outlet would employ a staff of 17 at the outset.

First witness late last week for Vancouver Radio Corp. was Fred F. Chitty, secretary and 5% owner, who testified concerning corporate qualifications, the programming and public service record of KVAN and the needs and composition of the Vancouver market. He pointed out that the proposed KVAN-TV would be distinctly a Vancouver station, emphasizing that the city is the fourth largest in the state.

Russ Coughlan, assistant manager of KROW Oakland, Calif., who will be TV program supervisor of the proposed KVAN-TV as well as prospective affiliated TV operations at Oakland and Coos Bay, Ore., also testified. Expected on the stand Friday was Sheldon F. Sackett, 75% owner of Vancouver Radio, who also is president of KROW and KOOS Coos Bay. He was expected to present financial and other details.

The Portland Channel 12 hearing is expected to run nearly a month. The Channel 6 hearing is scheduled to commence Nov. 10 while the Channel 8 proceeding is slated to commence Dec. 1. All were officially opened Oct. 1 [B•T, Oct. 6].

Radio Revenue

MUST radio revenue go down when TV comes into the picture? Not necessarily, according to Eugene Katz, executive of The Katz Agency, station representatives. Testifying on the effect of TV upon jointly-owned AM sister stations in the Denver TV hearings last week, Mr. Katz stated that of the eight singly-owned AM-TV stations his agency represents, radio national spot business has increased since the advent of TV operations in each case. He gave no figures.

Rexall Buys VCA

VITAMIN Corp. of America, Newark, sponsor of *The Goldbergs* on NBC-TV, has been sold to the Rexall Drug Co. Morton Edell will continue as president and there will be no changes in operating methods or policies. The Vitamin Corp. will operate as a wholly-owned subsidiary, independent of other Rexall operations.

Source of Staffers

WHERE are the men coming from to staff the 1,000-odd TV stations expected to come on the air in the next few years? Hugh B. Terry, KLZ Denver president and general manager, revealed last week that he has received more than 100 applications for jobs with KLZ-TV, if and when granted. Most of them are from staffers of the current 110 commercial operating stations, but some are also from advertising agency men and freelancers. Mr. Terry told of the applications during cross examination in the Denver Channel 7 hearing in Washington.

MOVIE CHANNELS

Hearing Agenda Set

LIST of witnesses and the theatre-TV subjects they will testify on were submitted to the FCC last week by counsel for the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee. The first phase of the hearing, before the FCC *en banc*, starts Oct. 20. It will be concerned with engineering and accounting matters.

A pre-trial conference of attorneys for all parties to the hearing is scheduled for Oct. 14 when attorneys will discuss procedure and the order of testimony.

Carrying the bulk of the testimony for theatre-TV interests will be engineers Stuart L. Bailey, Jansky & Bailey, and Frank McIntosh and Andrew F. Inglis, McIntosh & Inglis.

The Oct. 20 hearing is a result of the 1951 petition of theatre-TV adherents asking for an allocation of frequencies in the uhf portion of the spectrum for theatre TV service. Lay testimony and cross-examination are scheduled to take place beginning Jan. 12, 1953.

ANTI-TRUST SUIT

Answers Date Set Nov. 15

DEFENDANTS in the Dept. of Justice suit to force release of 16mm feature films to video last week were granted a second time extension to Nov. 15 for filing answers.

Previous filing date had been set at Oct. 15 after defendants' attorneys in early August requested extension of time [B•T, Aug. 11]. In granting the request Tuesday for a second 30-day extension, William C. Dixon, chief of the Justice Dept.'s Southern California Anti-Trust Div., said defendants' attorneys had advised they would not ask for a change of venue from Los Angeles to New York, where federal court dockets are more crowded.

The suit was filed July 22 [B•T, Aug. 4, July 28].

XUM

The top live shows in Atlanta for spot participation

wsb-tv

World's tallest TV tower • Atlanta, Georgia

If the sales story of your product can be
more effectively told with live action and demonstration,
WSB-TV's staff produced shows are made to order for you.
For special promotions aimed at the Southeast . . .
for products with close-hauled production budgets,
they are perfect. No talent charges.
In addition to shows described there are others.
Minute spots and larger segments are available.
Currently, a few are open on news and on weather—if you
hurry. Let us give you complete information. Contact
WSB-TV direct or ask your Petry man.

WSB-TV
Television

Get the story on the sales job "Come into the Kitchen" did for a dry milk account. Also for a line of kitchen equipment. One of Atlanta's best-sellers for appliances, gadgets, as well as for food products!

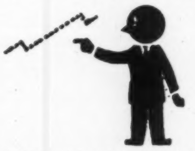
Hugo Wrat, the sophisticated puppet with a terrific appeal to the adult sense of humor, teams with veteran MC Bob Van Camp and guests to make our afternoon "Tea for Two" a potent sales vehicle.

Atlanta's pioneer puppet show. For anything kids buy or make their parents buy, "Woody Willow" is the South's top salesman. A live audience for this one; sampling, awarding of prizes, etc., welcomed.

Anybody who says good corn ain't good selling just ain't heard our "Peachtree Cowboys." Their handling of a multiple dealer tie-in for an electrical manufacturer is a beaut. What's your product?

FUSTEST WITH THE MOSTEST
THAT'S FLORIDA'S WTVJ
FIRST AND ONLY COMPLETELY MODERN TV STATION IN THE SOUTH
ALL NEW TECHNICAL EQUIPMENT — SOUTH'S LARGEST TV STUDIO — COMPLETE REMOTE FACILITIES
TO EVEN BETTER SERVE SO. FLORIDA'S 825,000 YEAR-ROUND RESIDENTS
Site of WTVJ's NEW STUDIOS Opening Nov. 8th.
CHANNEL 4
WTVJ
MIAMI
CALL YOUR FREE & PETERS COLONEL TODAY!

telestatus



MRCA Reports Rapid Rise In April-July TV Families

(Report 237)

TOTAL number of television families rose during the April-June quarter at the fastest pace—about 12%, to a total of 16.4 million—since January 1951, according to a report issued last week by the Market Research Corp. of America.

The report showed this overall market picture, as of July:

". . . More than 58% of all television families live in large cities and metropolitan centers; about 23% live in cities of 50,000 to 500,000. Less than 1 in 20 of TV households is a farm family. The rest, about 14% of the market, live in communities of up to 50,000.

"More than 45% of the TV market is concentrated in the Northeastern part of the U. S.; 77 of every 100 TV families are in the combined Northeast-North Central area. The Mountain-Southwest states account for less than 5% of the market, the South for slightly more than 9%, and the Pacific states for about 10%."

The report showed all income groups gained in TV ownership since the last preceding survey, although there was no significant change in the "basic character of the market from the standpoint of family income." For instance, about 58% of TV families fall into the upper income half of the population (33% in the top one-fourth, and 25% in the second highest one-fourth), while about 16% are in the lowest income group.

Approximately 47 of each 100 TV families have four or more members; about 27% are three-member families, and the rest, about 26.5%, are one and two-member families. Approximately 36% of the total market consists of families in which there are no children; families with children 6 to 12 years old represent almost 39% of the market; those with children in the 13-20 age group represent about 26%.

About 60% of the heads of TV families have at least a high school education.

* * *

Telepulse Releases Multi-Market List

MULTI-MARKET Telephone ratings were released last week comparing top 15 once-a-week TV shows and top 10 multi-weekly programs for September 2-8 to those of August, plus top 10 video program types for September, as follows:

TOP FIFTEEN REGULARLY SCHEDULED ONCE A WEEK SHOWS

	Program Average Rating Sept.	Aug.
Godfrey's Talent Scouts (CBS)	33.5	29.8
Your Show of Shows (NBC)	33.1	
Godfrey and His Friends (CBS)	31.3	27.4
Best of Groucho Marx (NBC)	27.1	25.5
My Little Margie (CBS)	26.7	24.7
TV Playhouse (NBC)	26.7	23.1
Boxing (CBS)	26.4	27.6
What's My Line? (CBS)	25.6	24.0
Gangbusters (NBC)	25.2	20.0
Your Hit Parade (NBC)	25.0	
Racket Squad (CBS)	24.9	21.5
Mama (CBS)	24.7	
Big Town (CBS)	24.4	21.2
Robert Montgomery (NBC)	24.1	25.2
Toast of the Town (CBS)	24.0	21.9

TOP TEN REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

	Program Average Rating Sept.	Aug.
Perry Como (CBS)	11.3	
Howdy Doody (NBC)	11.2	10.4
Camel News Caravan (NBC)	10.4	10.1
Dinah Shore (NBC)	8.8	
Hawkins Falls (NBC)	8.4	
Strike it Rich (CBS)	8.3	7.9
Big Payoff (NBC)	7.8	7.5
Captain Video (DuMont)	7.7	8.4
CBS-TV News (CBS)	7.7	7.4
Music Hall (CBS)	7.7	7.1

Multipulse Top Ten Program Types, September, 1952

	Avg. Rtg.
Comedy Variety	24.3
Talent	18.5
Drama & Mysteries	17.0
Boxing	16.6
Comedy Situation	15.8
Westerns	14.5
Musical Variety	12.4
Political	12.4
Football	8.6
Quiz-Audience Participation	10.5

Weekly Television Summary—October 13, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	102,447
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	410,076
Binghamton	WNBF-TV	95,000
Birmingham	WAFM-TV, WBRC-TV	118,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	931,871
Buffalo	WBEN-TV	284,202
Charlotte	WBTV	244,842
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419
Cincinnati	WCPO-TV, WKRC-TV, WLWT	365,000
Cleveland	WEWS, WNBK, WXEL	646,876
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	189,341
Davenport	WOC-TV	138,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	249,000
Denver	KFEL-TV, KBTV	38,919
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	174,680
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	189,341
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	123,792
Houston	KPRC-TV	177,000
Huntington-Charleston	WSAZ-TV	117,637
Indianapolis	WFBM-TV	265,000
Jacksonville	WMBR-TV	68,000
Johnstown	WJAC-TV	168,500
Kalamazoo	WKZO-TV	236,653
Kansas City	WDAF-TV	223,024
Lancaster	WGAL-TV	167,336
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,347,154
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	26,000
Memphis	WMCT	149,217
Miami	WTVJ	143,500
Milwaukee	WTMJ-TV	352,506
Minn.-St. Paul	KSTP-TV, WTCN-TV	329,200
Nashville	WSM-TV	80,380
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	113,687
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	134,937
Oklahoma City	WKY-TV	152,731
Omaha	KMTV, WOW-TV	145,182
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,085,549
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV (not yet estimated)	
Providence	WJAR-TV	227,000
Richmond	WTVR	141,888
Rochester	WHAM-TV	160,000
Rock Island	WHBF-TV	138,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	89,820
San Antonio	KEYL, WOAI-TV	97,454
San Diego	KFMB-TV	153,850
San Francisco	KGO-TV, KPIX, KRON-TV	448,000
Schenectady-Albany-Troy	WRGB	222,900
Seattle	KING-TV	171,000
St. Louis	KSD-TV	421,000
Syracuse	WHEN, WSYR-TV	189,422
Toledo	WSPD-TV	203,000
Tulsa	KOTV	130,125
Utica-Rome	WKTV	79,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	386,799
Wilmington	WDEL-TV	117,613

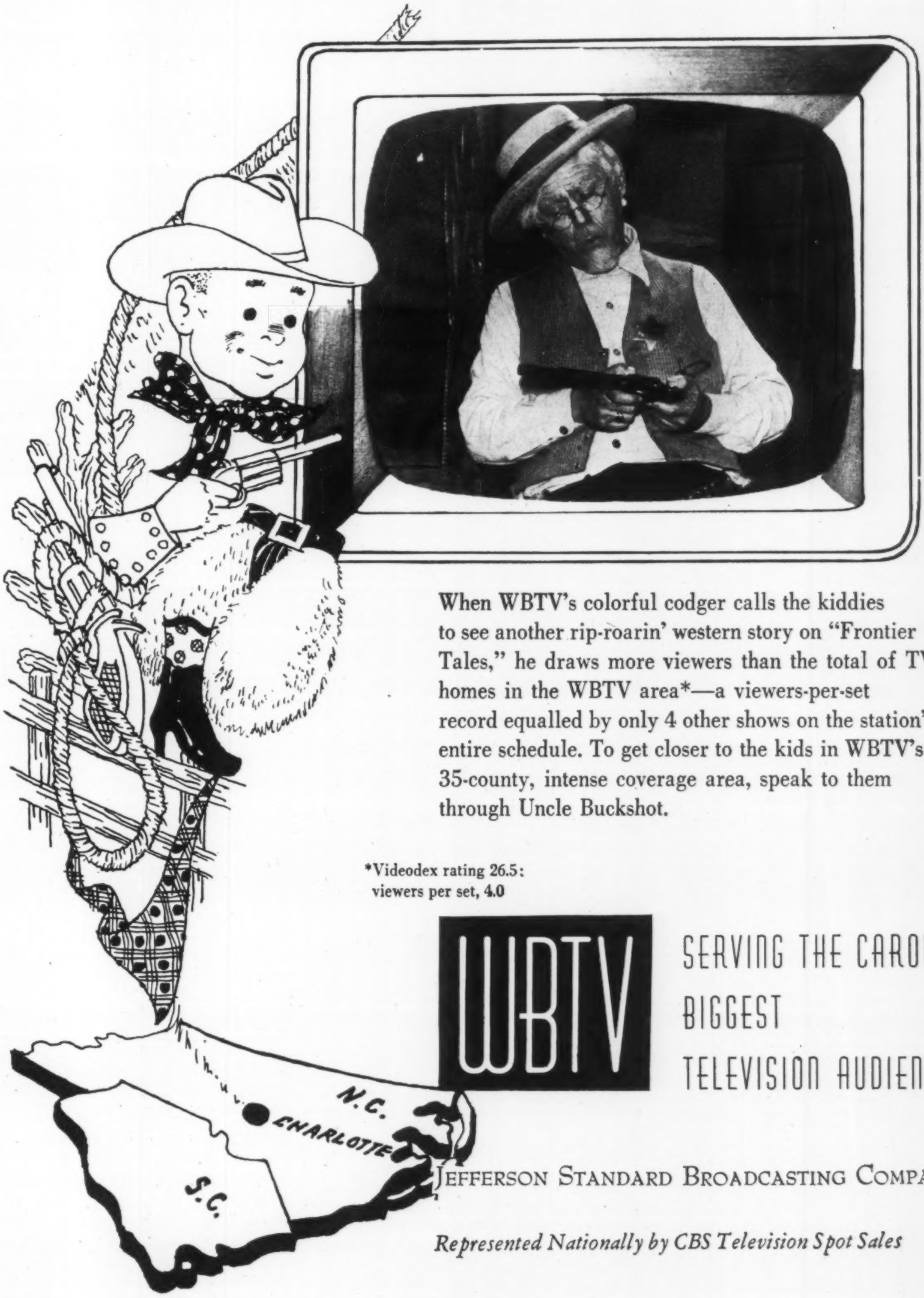
Total Stations on Air 112* **Total Markets on Air 66*** **Estimated Sets in Use: 18,702,433**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

XUM

You Can't Buck Uncle Buckshot



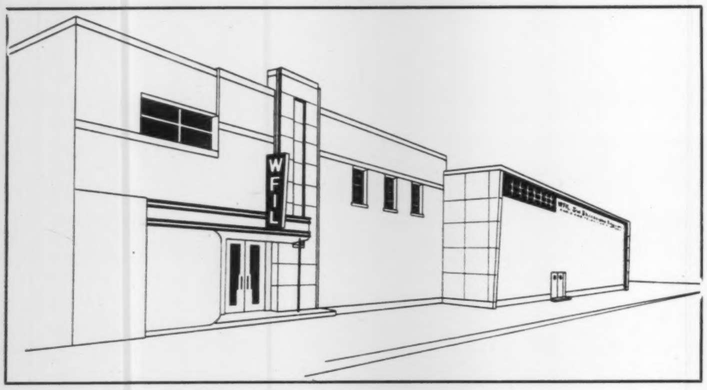
When WBTV's colorful codger calls the kiddies to see another rip-roarin' western story on "Frontier Tales," he draws more viewers than the total of TV homes in the WBTV area*—a viewers-per-set record equalled by only 4 other shows on the station's entire schedule. To get closer to the kids in WBTV's 35-county, intense coverage area, speak to them through Uncle Buckshot.

*Videodex rating 26.5:
viewers per set, 4.0

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales



Drawing of new WFIL Radio-TV Center's imposing entrance

* * *

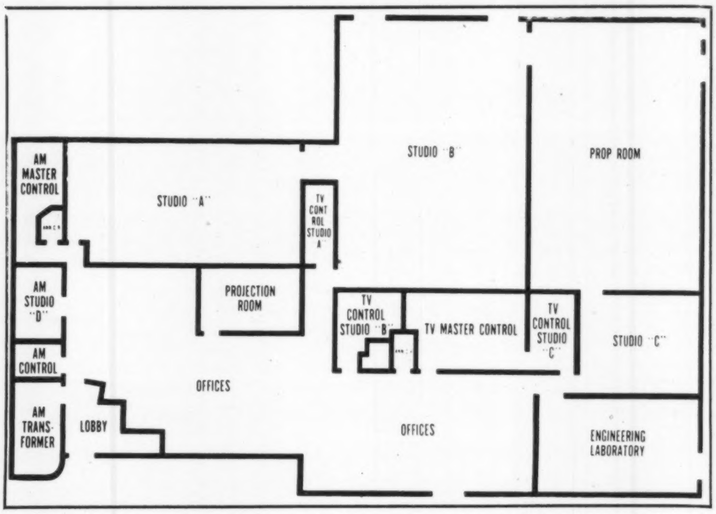
WFIL CENTER

New Radio-TV Plant Sets Opening Today

COMBINED radio-television operation is the predominant feature of WFIL-AM-FM-TV Philadelphia's new $1 million building scheduled for opening today (Monday).

The new structure, at 46th and Market Sts. in West Philadelphia, brings under one roof for the first time all divisions of the WFIL operation, integrating radio, television, film and newsreel and other activities. A reorganization of personnel accompanies the move.

The "priceless basis of experience" was used to blueprint the new radio and television center, according to WFIL General Manager Roger W. Clipp, who said WFIL's combined operation has had a "thorough shakedown cruise" of more than 30 years in radio and five years in television.



Main ground floor plan of combined WFIL-AM-FM-TV facilities

* * *

The 33,000 sq. ft. of studio and office space provides ground floor studios easily converted to either radio or TV, varied production activities, simplified control room operation and enlarged newsreel and film facilities. Four studios, two for TV, one for radio and a fourth for either, are interconnected.

Coordination of audio or video signals from any or all of the studios, as well as from film, remote and network sources, may be handled by a director at the control room in each studio. All other technical apparatus and personnel except an audio engineer operate from the master control room. Property and carpentry shops and an engineering laboratory also occupy the ground floor.

Executive and administrative offices are on the upper floor of the two-stories-and-basement building, with a complete print shop and film projection booths.

In the basement are the editorial and technical staffs of the WFIL-TV Newsreel, with photographic processing equipment. Adjoining is the regular WFIL-TV film department plus locker and shower facilities for technical and production personnel and dressing rooms for artists. Individual listening and viewing booths aid musical program preparation. Luncheon facilities and a private parking lot also are included.

Personnel Realignment

WFIL also announced a reorganization and integration of personnel with departments now spanning AM-TV operations including business, advertising, promotion, music, maintenance, engineering, news and talent. Each station maintains its own program and production staffs.

John D. Scheuer Jr. will coordinate AM and TV program departments, headed, respectively, by Felix Meyer and Jack Steck. Donald S. Kellett will coordinate combined advertising and promotion headed by Joe Zimmerman, with continuity, traffic, film, talent, general filing and maintenance headed by Louis E. Littlejohn, chief maintenance engineer. Messrs. Scheuer and Kellett both are Mr. Clipp's executive assistants.

Kenneth W. Stowman directs TV sales and George A. Koehler, radio sales. Lee Irgang remains as business office manager and Chief Engineer Henry Rhea as head of all AM-TV operations. The station management believes the integrated personnel setup will stem over-expansion, eliminate duplication and provide better efficiency.

30-Year History

WFIL, which began operations in 1922, and which added FM service in 1941, was purchased in 1946 by Walter H. Annenberg, editor-publisher of the *Philadelphia Inquirer* for an announced $1,900,000; more than $2 million has been spent since on expansion. TV was added in 1947. Besides the new building's ground space, an additional lot equivalent to a city block is being held in reserve to provide for any further needs.

Network originations by WFIL-TV include Paul Whiteman's *TV Teen Club; Pud's Prize Party,* sponsored by Fleer's bubble gum; *Junior Press Conference*, conducted by newspaperwoman Ruth Geri Hagy, all for ABC-TV, and Percy Crawford's *Youth on the March* for DuMont.

NBC-TV, Navy Series

NBC-TV and the U. S. Navy will present *Victory at Sea*, 26-week part film-and-music dramatic history of Naval operations of the 10 crucial years during and after World War II, Sunday from 3-3:30 p.m. EST, starting Oct. 26. Series was produced for NBC by Henry Salomon, Naval historian, with official cooperation of the Navy.

WISE BUYERS
Buy KFMB-TV
San Diego's First and only TV Station
Blankets California's Third Market!

SAN DIEGO'S 1951 DRUG SALES were $19,606,000

KFMB-TV, KFMB-AM
San Diego 1, Calif.
Represented by THE BRANHAM CO.

John A. Kennedy, Board Chairman · Howard L. Chernoff, Gen. Mgr.

BILL McDOUGALL
(next to camera)
with 4-H Boys, Adult Leader
and County Agent . . .
RFD-TV, 12:30 p.m.
KPRC-TV daily

Bill McDougall and the Farm—

Heart of the Gulf Coast section of America's greatest farm state is Harris County, which, despite being included in the metropolitan area of Greater Houston, has more cattle than any other county in Texas.

One year ago, on October 1, 1951, a young fellow named Bill McDougall looked into the television cameras of KPRC-TV and walked straight into the hearts and lives of thousands of agriculturally-minded folks on the Texas Gulf Coast.

Bill's program, "RFD-TV" is televised on KPRC-TV at 12:30 every day, Monday through Friday. It combines live appearances of those who actually DO the farming with film clips of on-the-scene activities. Bill actually films these scenes himself, taking daily trips throughout the Gulf Coast area. To date, Bill has filmed approximately 13,000 feet of farm and ranch scenes, and has traveled over 12,000 miles to find subject matter of interest to his viewers.

The live interviews, the demonstrations and the films used on RFD-TV bring the Farm Folks closer to the urban TV viewer. They enable numerous farm agency workers to SHOW to those they serve many of the solutions to farm problems and methods of improved practices that heretofore were only written about in circulars or letters.

Now, approximately 260 shows later, more than 1,200 individuals, representing every recognized Agricultural Agency, have appeared with Bill on "RFD-TV". These agencies and organizations have been regularly scheduled: Texas A. & M. Extension Service, i. e., County Agriculture Agent, County Home Demonstration Agent, Assistant Agents representing Boys and Girls 4-H Clubs, College, Extension and Experiment Station specialist; University of Houston Agriculture Department, i. e., Faculty and Students; Houston Chamber of Commerce Agriculture Department, i. e., Specialists, Committeemen, Directors; Public Markets, i. e., Livestock officers, producers, breeders, traders and Farmer's Co-op Produce officers and farmers; Farm and Ranch Club, i. e., directors, officers, farmers-ranchers; Vocational Agriculture, i. e., FFA and FHA Advisors; Southwest Milk Producers, i. e., directors, dairymen, and distributors. In addition, there are many unscheduled appearances of visiting groups and individuals concerned with and serving Agriculture.

SERVICE TO AGRICULTURE is an important phase of KPRC-TV's contribution to the living and working habits of viewers in the Gulf Coast area . . . an audience to whom Bill McDougall and "RFD-TV" have a vital meaning.

KPRC TV
CHANNEL 2

HOUSTON

JACK HARRIS, Vice President and General Manager
Nationally Represented by **EDWARD PETRY & CO.**

WJAR-TV
PROVIDENCE

PINPOINT YOUR PERSISTENT SALESMAN

UNDUPLICATED COVERAGE IN 225,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 675,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

WORCESTER
BOSTON
MASSACHUSETTS
BROCKTON
TAUNTON
FALL RIVER
NEW BEDFORD
CAPE COD
CONNECTICUT
RHODE ISLAND
WESTERLY

Represented Nationally by
Weed Television
In New England — Bertha Bannan

UNIVERSITIES

Advised to Enter Commercial TV

UNIVERSITIES should operate commercial instead of noncommercial TV stations but should be ready to show they can better serve the public interest than noneducational interests competing for the same channel, according to a university curator who also holds radio interests.

Lester E. Cox, member of the U. of Missouri board of curators and holder of interests in KCMO Kansas City and KWTO Springfield, Mo., made the statement at a panel on "Educational Television" Oct. 2 at the 30th annual meeting of the Assn. of Governing Boards of State Universities and Allied Institutions in Portland, Ore.

Delegates from institutions in 38 states attended sessions in the Multnomah Hotel.

In addition to Mr. Cox, other speakers were Howard H. Frazier, radio-TV management consultant, Washington, D. C.; Michael R. Hanna, manager, WHCU Ithaca, N. Y., and Dr. Charles E. Friley, president, Iowa State College, Ames.

Mr. Cox, who also is a member of the board of trustees of Southern Methodist U., advised the group to consider the large audiences with "tremendous purchasing power" which have been created by commercial radio, while noncommercial educational radio stations "seemed to wither on the vine."

Cites 'Failure' Reason

He said he believed the "failure" of educational radio stations was due to their being "100% educational."

Citing the expense of building a "first-class" TV station, which he said is estimated at $250,000 to $300,000 minimum and $1 million or more maximum, he said such an investment calls for full capacity use of the station. He questioned whether the institution could provide program material for 16 to 18 hours every day.

Mr. Cox advocated formation of an educational network by institutions to (1) increase the potential audience, (2) spread the burden of program preparation among many institutions, (3) increase quality of programs.

He also advocated use of film instead of relay and telephone line systems, both to save money and to avoid presentation of live programs which might be failures.

Besides programming some purely commercial programs, Mr. Cox said, an institution's TV station might also secure sponsorship for educational programs.

He said profits from commercial programs could be used to produce better programs and to hire better instructors, and that both AM and TV programs on discs and film could be distributed to regular commercial stations.

Mr. Frazier, who has been in radio 27 years beginning as an engineer with WCAU Philadelphia, said he was impressed with the ease commercial broadcasters have secured financing through sale of cooperate stocks or by loans from bankers.

Educators planning a commercial television station, according to Mr. Frazier, should (1) consider the availability of an unassigned TV channel and confer with a Washington radio attorney and a consulting radio engineer; (2) examine availability of ingredients such as program material and talent, physical plant and studio facilities and equipment; (3) consider the overall purpose for which the station is intended both as a cultural and educational influence and as a training ground for students; (4) determine the balance of investment between studio and transmitting plant facilities.

Mr. Frazier said the all-important consideration in selecting the transmitter site, antenna height and transmitter power is matching investment and operating cost with the ability of the area served to provide economic support.

Mr. Hanna, who manages the commercial station operated by Cornell U., stressed the high costs of television. He cautioned the educators that each institution must know and understand more than the mere fact FCC has made 242 channels available to them.

"It would be wasteful and financially dangerous to go into television unless we can see far ahead with assurance and confidence," he warned. Mr. Hanna has just been appointed to the Dewey Commission on educational TV in New York (see story, this issue).

Friley Cites WOI-TV

Dr. Friley, told the story of WOI-TV Ames, the only college-owned video station in the nation operating throughout the TV freeze. The Iowa president emphasized there is little time for educators to decide what they are going to do.

He pointed out that up to Oct. 1, only a few institutions had filed applications. Tax-supported institutions must get their money from legislatures.

The meeting went on record to ask the FCC to extend the time limit on educational channel reservations.

CBS-TV Signs WJTV

SIGNING of WJTV (TV) Jackson, Miss., as a primary affiliate of the CBS-TV, effective Dec. 25, was announced last Tuesday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WJTV, billed as the first TV outlet in Mississippi, will operate on uhf Channel 25. It is owned by Mississippi Publishers Corp., publisher of the *Daily News* and the *Clarion-Ledger* there, and will be under general management of T. M. Hederman Jr.

Hearing Issues

(Continued from page 75)

the principal community to the surrounding rural areas.

It is for these reasons that the Commission should not blind itself to practical considerations and consequences of decisions based upon an efficiency factor which will have extensive repercussions throughout the entire medium for years to come. When the Commission sets up an "attractive nuisance" which encourages applicants at this time to make foolhardy investments for maximum facilities, it cannot later evade responsibility by claiming that it did nothing affirmative to bring about the unfortunate results of its action. Rather, consonant with its jurisdiction and responsibilities in this field, the Commission should keep open a rational and prudent road to television development that will promote its orderly growth in response to competitive economic factors and as the state of the art permits. In this way, the mechanism will be provided whereby both the public and private interests may be satisfied and thereafter enlarged.

Furthermore, once such an "engineering issue" is included in these comparative hearings, it is highly probable, in my opinion, that it will play an improperly important role therein. Our experience in AM would appear to confirm such an apprehension. For these alleged differences in coverage and service do offer an apparently tangible distinction between the applicants which is temptingly simpler to rely upon than other less finite considerations, such as the character of the applicants, its proposed programming and whether it meets the needs of the local community. Particularly will this be true when such "substantial differences" (themselves the product of inherent error in unreliable data) are found to exist between the applicants by the Examiners or the Commission. In view of the basic engineering principles of the Sixth Report and Order and considering the serious difficulty of adducing reliable evidence of television service and coverage, the Commission should here accept the opportunity to follow a new and more desirable approach in television.

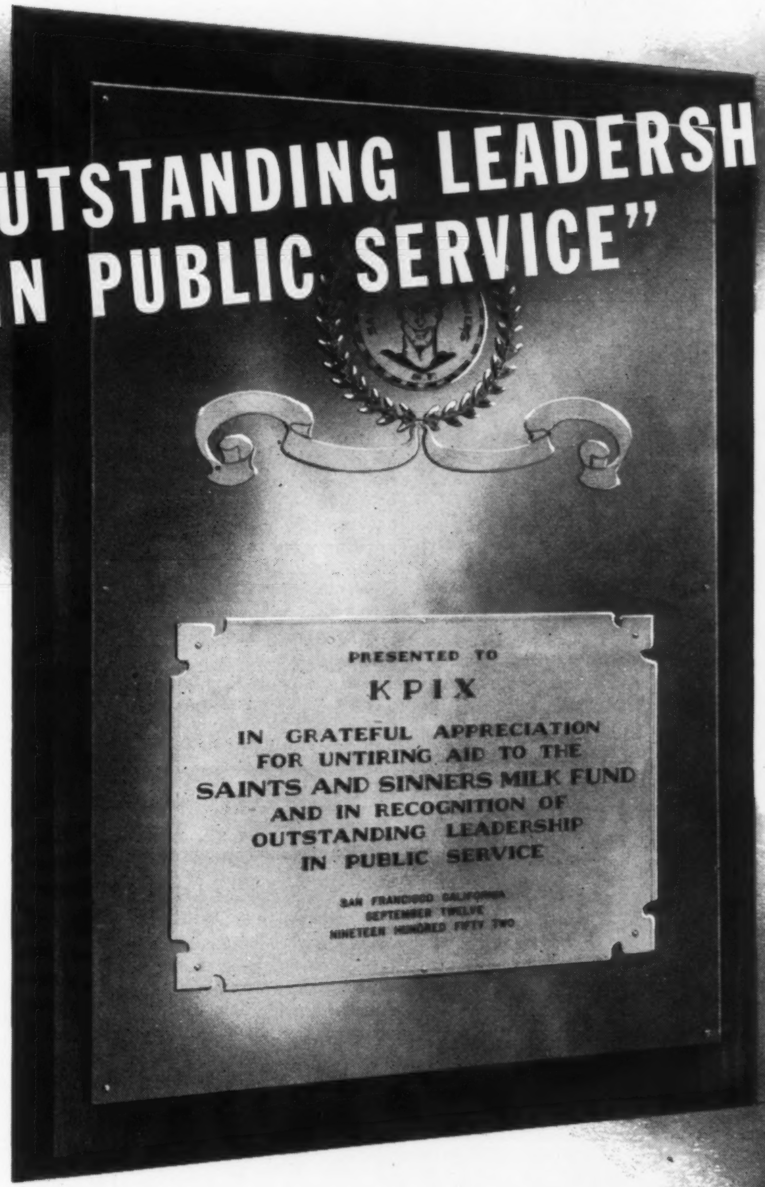
Given the minimum service to a specific community required of every applicant by those provisions of the Rules calling for a minimum signal intensity over the community and the use of minimum power and antenna heights, there is thus no reason or need to go into the shadowy areas of service above this minimum. (In this way, the Commission requires only a minimum showing of financial qualifications, or of the performance of required equipment, without going into the unnecessary question of the "more" or "most qualified"). The Sixth Report and Order makes it clear that its maximum heights and powers, together with the station separations provided therein, are merely the means for protecting the Allocations Table from undue interference. (Par. 103). These minima and the maxima therefore provide a spread within which the licensee, once chosen as the most qualified applicant, may operate in accordance with his and his community's local needs and desires and as stimulated by considerations of competition and the public interest.

The complete elimination of this technical issue as a comparative factor in television would thus be in furtherance of the philosophy and engineering principles of the Sixth Report and Order. It would sweep away differences in service above the required minimum, which have been shown to be incapable of reasonably accurate measurement and proof, so that we may concentrate instead on the more substantial and fundamental comparative factors between applicants in guiding the development of this new and most powerful medium of mass communications.

Bercut-Richards Plans

BERCUT-RICHARDS Packing Co., Sacramento, Calif., is beginning promotion campaign in New York metropolitan area for its Sacramento tomato juice. TV spots will be used, but campaign details will not be released for two or three months. Agency is Lawrence C. Gumbinner Adv., N. Y.

"..OUTSTANDING LEADERSHIP IN PUBLIC SERVICE"



PRESENTED TO

KPIX

IN GRATEFUL APPRECIATION
FOR UNTIRING AID TO THE
SAINTS AND SINNERS MILK FUND
AND IN RECOGNITION OF
OUTSTANDING LEADERSHIP
IN PUBLIC SERVICE

SAN FRANCISCO CALIFORNIA
SEPTEMBER TWELVE
NINETEEN HUNDRED FIFTY TWO

Community service is its own reward,
but enterprise that wins such an award as this
means audiences that reward the Advertiser.
For greatest shows,
brightest stars,
richest returns, it's **KPIX**

TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

CBS TELEVISION

Affiliated with CBS and DuMont Television Networks... represented by the Katz Agency

Radio-TV Vote-Getting Lauded

(Continued from page 23)

within a day and the remaining 3% said they would vote but were in no hurry to register.

John Archer Carter, radio and television director of the foundation, joined in lauding the active part taken by the media in the campaign.

Foundation officials add a special tribute to NARTB President Harold E. Fellows; Robert K. Richards, assistant to the president and public affairs director; John H. Smith Jr., coordinating NARTB's activities, and finally to John F. Patt, WGAR Cleveland, chairman of the nationwide NARTB Register-and-Vote Committee, working through the national association and individual state chairmen.

While no one is presuming to give radio and TV more than their share of the credit for the sharp increase in registration everywhere, foundation officials are first to point out that the electronic media were the first to start high-power promotion.

Last March, AHF provided stations with spots before any other major organization was involved. Literally thousands of announcements were carried by stations and networks, with no effort to keep track of their role in those early days.

As the movement developed, NARTB entered the scene. President Fellows named Mr. Patt to direct the drive. Flanking him on the committee were Roger W. Clipp, WFIL Philadelphia; Frank Fogarty, WOW-TV Omaha; Kenneth D. Given, WLBJ Bowling Green, Ky.; Paul W. Morency, WTIC Hartford; Joseph Wilkins, KFBB Great Falls, Mont.

Individual state chairmen were named, with presidents of the 38 state associations incorporated in the project. Soon state committees were in operation all over the nation. They, in turn, enrolled governors in a large number of states and for the first time many governors specified days for intensive registration drives.

NARTB quickly prepared kits for all radio and TV stations. These included announcements, suggestions for stunts, slides, flip cards and other devices. The third and final kit has been sent out.

Originality Demonstrated

What surprised AHF officials, they say, is the way stations and networks came through with original ideas of their own, writing a saga in advertising history.

A radio drive that is expected to draw national attention is being launched by MBS radio network. Mutual is building up to an election eve celebration like no other election eve event—a "Lights On, Votes Out" spectacle.

Through steady hammering over its facilities, the network will encourage home owners all over the U. S. to turn on their porch lights election eve. Parades, celebrations and other gimmicks are part of the package.

ABC is understood to be cooking up a series of promotions in which affiliates will take part. NBC is in the middle of a 50-day drive in 50 top cities. Five-minute daily programs feature 3½-minute recorded talks by such personalities as Mrs. Franklin D. Roosevelt, Bing Crosby, Fannie Hurst, Cardinal Spellman, Eddie Cantor, Bob Hope and Mr. Fellows.

In his talk Mr. Fellows calls the NARTB coordination of radio and TV facilities "the most important public service function this organization has ever done."

CBS, Procter & Gamble Co. and Compton Adv. have cooperated in a recording by Lowell Thomas, "What Every Voter Should Know." The recording goes out to CBS Radio affiliates for broadcast. It is non-commercial.

These are just a few of the radio contributions. Television, too, is contributing in a big way. A new TV kit has been prepared. Like the final radio kit it places emphasis on voting. Included are films, slides, ballots, flip cards and other devices.

Firestone Tire & Rubber Co., to mention a typical recent stunt, televised blown-up elephants and donkeys, with a singer performing Democratic and Republican songs.

RCA Victor has supplied free of charge to 2,500 disc jockeys a transcription of a specially written song, "Voters on Parade," sung by Vaughn Monroe. Performances started a few days ago.

AHF has recruited organizations embracing 26 million people, half as many as voted in 1948, and they are working to get other people to vote. Girl Scouts, American Legion, fraternal groups, women's clubs and other agencies are included.

Ad Council Efforts

Advertising Council is concentrating on the vote drive as election nears. Its first allocation was sent out in the fact sheet over a month ago, with the big activity just starting. Advertisers, talent and media are coming through in an amazing way, according to the council, which said it never before has encountered so much "plus" in an allocation, referring to extra services contributed.

Last week in New York thousands of citizens were standing in line at registration places as a result of the intensive promotion, according to AHF. All over the country there are reports of steady pounding on the registration theme, supported by spectacular stunts.

NARTB's third and final kit includes spot copy; work-ins for disc jockey shows, sports broadcasts, news reports, interview and quiz shows, and housewives programs; special adaptations of time signals, weather forecasts, sign-ons, sign-offs and station breaks. There are dozens of ideas for programs and public relations activities which

(Continued on page 92)

'Today' Xmas Device

SPONSORS planning a pre-Christmas saturation campaign will be offered a new sales device on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST) from Nov. 3 through Dec. 24. The program, starring Dave Garroway, will supplement its regular fare of news, reviews, comedy and music with features stressing the Christmas motif and tying in with commercial products. First sponsors under the new plan are Noma Electric Corp., through Albert Frank-Guenther Law Inc., both New York, and the Polaroid Corp. (Polaroid Land camera), Cambridge, Mass., through BBDO, Boston.

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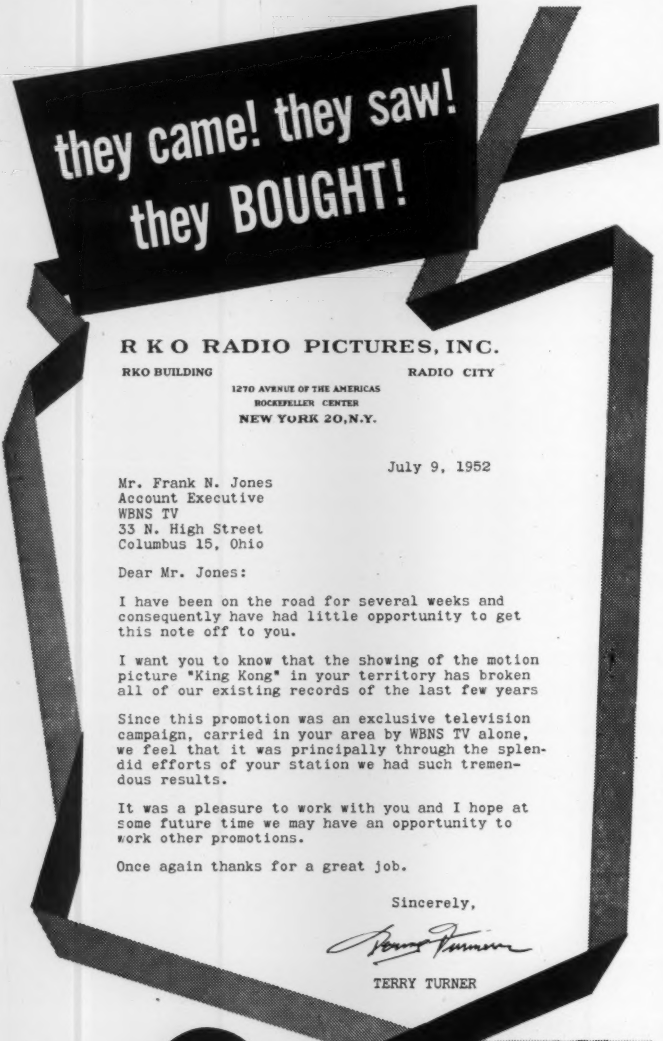
they came! they saw!
they BOUGHT!



R K O RADIO PICTURES, INC.
RKO BUILDING RADIO CITY
1270 AVENUE OF THE AMERICAS
ROCKEFELLER CENTER
NEW YORK 20, N.Y.

July 9, 1952

Mr. Frank N. Jones
Account Executive
WBNS TV
33 N. High Street
Columbus 15, Ohio

Dear Mr. Jones:

I have been on the road for several weeks and consequently have had little opportunity to get this note off to you.

I want you to know that the showing of the motion picture "King Kong" in your territory has broken all of our existing records of the last few years

Since this promotion was an exclusive television campaign, carried in your area by WBNS TV alone, we feel that it was principally through the splendid efforts of your station we had such tremendous results.

It was a pleasure to work with you and I hope at some future time we may have an opportunity to work other promotions.

Once again thanks for a great job.

Sincerely,

TERRY TURNER

CBS

you can see the
difference on WBNS-TV

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

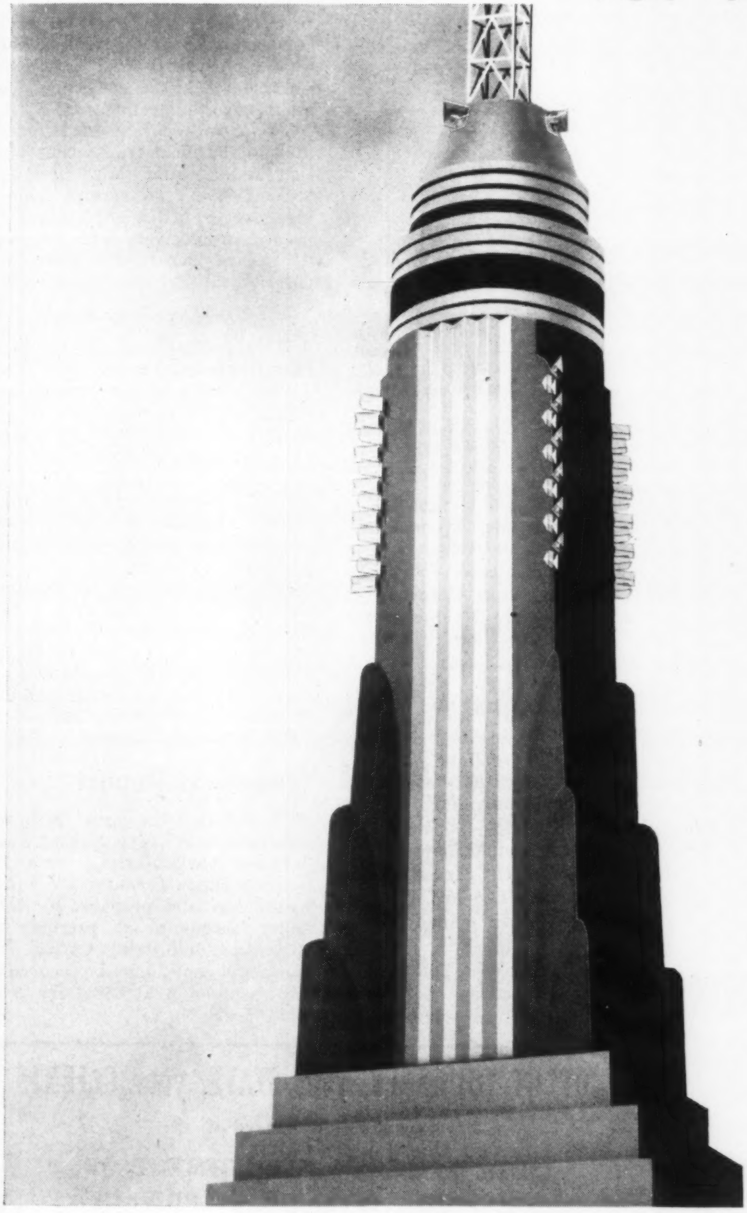
CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM •, General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

Your spot campaign can produce the same tremendous success as RKO'S record breaking local attendance to King Kong—a direct result of participating spots on such programs as WBNS-TV's popular Armchair Theatre shown nightly at 11:15.

ANDREW

"SKEW"* ANTENNA

for VHF and UHF television



The ANDREW "Skew" Antenna is the *only* antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

Andrew ANTENNA SPECIALISTS
CORPORATION
363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

WHEN
PHONE BOOK
Growing Stronger Every Day!!

... AND ALREADY

CENTRAL NEW YORK'S

MOST POWERFUL

TV STATION

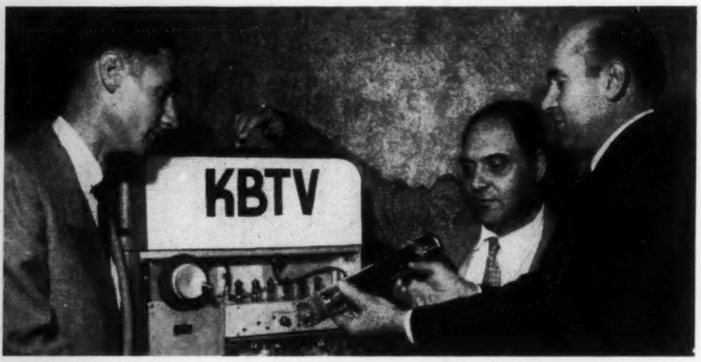
say "WHEN"

Represented Nationally by the Katz Agency

CBS • ABC • DUMONT

WHEN
TELEVISION
SYRACUSE

A MEREDITH STATION



PREPARING last-minute details for yesterday's (Sunday) debut of KBTV (TV) Denver [B•T, Sept. 22] are these executives: (l to r) Sam Worsham, production facilities manager; Jerry Lee, commercial manager, and Joseph Herold, station manager.

Radio-TV Vote-Getting Lauded

(Continued from page 90)

promote local voting. Stations are shown how to serve as the voice for vote-getting projects of local merchants. Poll parties, testimonials, whispering voter contest stunt and "Rek-E-Lections" dramatizing great campaigns of the past are suggested.

A wrap-up of activity by local stations is planned immediately after election day, according to Mr. Patt, and forms have been included in the final kit.

In Mr. Patt's own area, Cleveland, a barrage of radio and TV announcements has brought registration to an all-time high of 775,-000, representing 87% of the electorate (see story, this issue).

NARTB's registration scoreboard will be brought uptodate when results of this week's telegraphic survey are computed. At the moment it stands like this:

Arizona—Up more than 15%.

Arkansas—Gain from 10 to 15%.

California—Vote will be highest in history.

Connecticut—Registration up 3⅓ times in capital.

Delaware—Gain of 10,000 voters.

Florida—Pick-up of 5% to date; 61,000 new voters.

Indiana—20% boost.

Iowa—Looks like a 20% gain in registrations.

Kansas — Already 2.9% with big push ahead.

Maine—Gain averages 7,000 per county.

Maryland—140,000 more voters on rolls.

Minnesota — Urban precincts up 35%.

Mississippi—Up about 42,000.

Missouri—Up 5%; exceeds political estimates.

Montana—10% gain.

Nebraska—10 to 15% above normal.

Nevada—Up 14.8%.

New Hampshire—53% more voters in primary.

New Jersey—3,000 more voters per county.

New Mexico — Estimate gain of 23,000.

New York—Registration high; has quadrupled in some districts.

Ohio—All-around gain of 20%.

Pennsylvania—20% in cities; good elsewhere.

Rhode Island — 17.2% advance scored.

South Carolina—65,000 more registrants.

South Dakota—Close to a 5% boost.

Tennessee—Up around 5%.

Utah—More than 80% of residents to vote.

Washington—Up by 153,000 people.

West Virginia—Gain around 10%.

Wyoming—10% increase.

Gains have also been reported by NARTB chairmen in Alabama, Colorado, Kentucky, Massachusetts, Oklahoma, Oregon, and Virginia.

Stock Purchase

OWEN MURPHY, president of Murphy - Lillis Productions Inc., New York, TV film production firm, has purchased the stock interest of James M. Lillis and will continue the business under the name of Owen Murphy Productions Inc.

NBC-TV Signs WFMJ

WFMJ-TV Youngstown, Ohio, will be an NBC affiliate when the uhf Channel 73 outlet goes on the air early next year, NBC Station Relations Director Sheldon B. Hickox announced last week. Mr. Hickox negotiated the affiliation agreement with Leonard E. Nasman, WFMJ sales manager, who represented William F. Maag, owner and publisher of the Youngstown *Vindicator* and owner of WFMJ. Mr. Nasman will supervise TV.

KBTV (TV) STARTS

Second Denver TV Outlet

KBTV (TV) Denver, that city's second TV station, was scheduled to begin regular programming yesterday (Sunday) with CBS-TV and ABC-TV programs, and Station Manager Joe Herold reported a series of engineering test programs on the Channel 9 station the past week indicate service will extend a radius of 100 miles.

Mr. Herold said KBTV, with an interim power of 12 kw, received reports during the tests of excellent reception at Cheyenne, Wyo., Colorado Springs and across the Continental Divide at Granby, Col., and many other points.

This coverage, he said, is attributed to the ideal transmitter location on Lookout Mt., 2,500 ft. above Denver. TV service men report very little adjustment is needed in receivers and antennas to receive the KBTV signal, he declared.

Set Ownership Soars

Mr. Herold said the Rocky Mountain Electrical League, official industry source of set tabulations, estimated sets in the area at 57,964 on Oct. 1, which the KBTV manager said indicates the Denver market's enthusiasm for TV since KFEL-TV began operation three months ago. He said 100,000 sets are predicted for the area by Jan. 1, 1953.

KBTV is licensed to Colorado Television Corp. and will operate with 12 kw to Nov. 30, when it will change to 24 kw ERP. On March 1, 1953, the station will operate with 240 kw visual and 120 kw aural [B•T, Sept. 22].

Financing Report

REPORT on financing of large and small business ventures, and which "applies particularly to stations needing funds for new TV equipment," has been prepared by Alexander Eisemann Jr., president of Eisemann Industrial Corp., New York, and copies may be secured by addressing him at 888 Park Ave., New York, N. Y.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

XUM

In Philadelphia ...people watch WPTZ more than any other TV Station!*

*Not our estimate but ARB figures for the entire year of 1951 and the first six months of 1952

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500, or NBC Spot Sales

film report

Sales . . .

Tel Ra Productions, Philadelphia, adds four stations to its list of *Sports Parade* subscribers, making a total of 37 stations which telecast the series. Stations added last week are **WBNS-TV** Columbus, Ohio; **WMBR-TV** Jacksonville, Fla.; **WTMJ-TV** Milwaukee, Wis., and **KOTV (TV)** Tulsa, Okla. The program is sponsored in majority of markets by **Bristol-Myers** (Vitalis and Bufferin), and placed through **Doherty, Clifford & Shenfield.**

* * *

Consolidated Television Sales' package, *Big Ten Game of the Week*, has been purchased by four more TV stations, bringing total markets to 23—including 19 under sponsorship of **Phillips Petroleum Co.** Four new stations who contracted for the collegiate football series: **WPIX (TV)** New York, **WAAM (TV)** Baltimore, **KECA-TV** Los Angeles and **WCPO-TV** Cincinnati.

* * *

CBS Television Film Sales has sold *Strange Adventure*, filmed quarter hour drama, to the **Southern California Gas Co.,** Los Angeles, for showing on **KNXT (TV)** Los Angeles. The series now is seen in 46 markets.

* * *

Peerless Television Production Inc. has sold "March of the Wooden Soldiers," an 80-minute feature film starring Laurel and Hardy, in Atlanta, Boston, Chicago, Detroit, Dayton, Cincinnati, Louisville, Salt Lake City, San Francisco, Washington and Milwaukee. The film originally was released by MGM.

* * *

Foundation Films Corp., Pasadena, Calif., has signed with **DuMont TV Network** for presentation of a new religious film series, *Reading the Bible*, of 13 Old Testament Bible readings and *a cappella* choir selections. Narration is done by **Henry Wilcoxon.** Production was directed by **Arthur Pierson.**

* * *

Princeton Film Center Inc., Princeton, N. J., which moved New York offices Oct. 1 to 270 Park Ave., has announced sales in several cities of *Norman Brokenshire, the Handyman*, series of five-minute open-end TV programs, to the **Stanley Works,** New Britain, Conn.; **Black & Decker Co.,** Towson, Md., and **Royal Bedding Co.** Pittsburgh. Other sales: Seven one-minute commercials for **Stanley Tool** through **Horton Noyes Co.,** Providence; one-minute commercial for **Black & Decker,** through **Van Sant, Dugdale & Co.,** Baltimore, and eight one-minute spots for **Blue Cross** through **Grey & Rogers,** Phila.

Distribution . . .

Cornell Film Co., N. Y., has acquired world wide distribution rights to two full-length films, "High Calling" and "Pocahontas," to be released to TV after shown in theatres early in 1953.

Production . . .

Victor Pahlen plans mid-November production on *Great Loves*, series of 39 half-hour TV films in color, interiors of which will be shot in London and exteriors in the actual European setting. **Hedy Lamarr** will star as the feminine partner of famous love stories in history and will be costumed by such European courtiers as **Fath** and **Dior.** Remainder of cast will be made up of talent from New York and Hollywood. Allowing a 10-day production schedule for each film, **Edgar Ulmer** will direct from scripts by **Salka Viertel, Aeneas MacKenzie, Hans Kafka, Noel Coward** and others [B•T, June 16].

* * *

Hurrell Productions Inc., Burbank, has completed eight one-minute animated TV film commercials for **Mohawk Carpet Mills,** Amsterdam, N. Y. Filmed in both black and white and in color, spots feature "Tommy Hawk," specially created cartoon character. Agency is **Maxon Inc.,** N. Y.

* * *

Filmcraft Productions, Hollywood, has completed a quarter-hour TV film for the **Hollywood-for-Stevenson** Committee. **Mercedes McCambridge,** star of ABC radio's *Defense Attorney*, is m.c.

* * *

Primrose Productions, Hollywood, starts filming on three half-hour TV series during October. **Richard Morley,** executive producer, is in charge of *The Ring*, dramatic; *Dreamtime*, musical; and *Tiny Masters*, children's series.

* * *

Wide - Open - Spaces Productions, Hollywood, has been formed by **Ken Murray** to produce *The Marshal's Daughter*, half-hour TV film series [B•T, Aug. 11]. Co-starring **Hoot Gibson** and **Laurie Anders** and incorporating film clips from the former's silent motion pictures, production has started at Corrigan's Ranch. **George Blair** is directing from scripts by **Royal Foster** and **Earl Brent.**

* * *

William B. White, head of the Beverly Hills talent agency bearing his name, will act as packager-producer of *Acts of Faith*, half-hour TV film series, scheduled to go into production in December. Each script is by a different writer, first of which is "The Grave in the Jungle" by **Rene Belbenoit,** starring **George Macready.**

* * *

J. G. Stevens Co., Hollywood, has completed the quarter-hour color pilot film in *Grizzly Gulch*, children's TV puppet series. Situation comedy format concerns a family of bears and its efforts to thwart Chauncey DeWolfe, the humorous villain.

* * *

Pilot film in NBC-TV *Mickey Rooney Show* has been completed, produced and directed by **Arthur Lubin** at General Service Studios, Hollywood. Mr. Lubin has served in similar capacities on Universal-International "Francis" feature films. Starring **Mickey Rooney** in a situation comedy format of music and impersonations, created by **Frank Tashlin,** series is packaged by **William Morris Agency,** Beverly Hills.

SHEEN LAUDS

To Sarnoff and NBC

TRIBUTE to Brig. Gen. David Sarnoff and NBC for advancing the cause of religion in the past 25 years was paid last week by Bishop Fulton J. Sheen. In a letter to the RCA board chairman, Bishop Sheen said, "No industry in modern history has contributed so much to religion, good will and inspirational living as NBC." He mentioned the simulcast he was scheduled to make over NBC radio and TV networks Oct. 12, in preparation for Mission Sunday, Oct. 19.

In his letter, Bishop Sheen scotched rumors of a rift between himself and NBC. These arose after Bishop Sheen announced that pressure of other work forced him, regretfully, to decline the invitation of the National Council of Catholic Men to be the principal speaker on NBC's *Catholic Hour*.

KFRE BUY

Bartlett Gets 60% Interest

SALE of 60% interest in 15-year-old KFRE Fresno for $360,000 to Paul R. Bartlett, the station's president and general manager, was approved last Thursday by FCC.

Mr. Bartlett already had a 24% interest in the 50 kw station on 940 kc. Seller was J. E. Rodman, chairman of the board of California Inland Broadcasting Co., KFRE licensee. William C. Crossland, vice president and treasurer of the company, retains his 16% interest.

KFRE, applicant for vhf Channel 12 in Fresno [B•T, July 7], also is licensee of KRFM, on 93.7 mc (Channel 229), with ERP of 70 kw. Both are CBS affiliates.

Washington Watches | Women's Shows

"MARGARET'S KITCHEN"
9:30-10 a.m.
Monday through Friday

NOW . . . WNBW offers a half-hour cooking series, five days a week, featuring home economist Margaret Matthews. Sell your food product when the Washington housewife has her mind on food . . . in "Margaret's Kitchen."

PARTICIPATIONS—$65

Watch Washington

Where do annual food sales amount to $1,246 per family? The place is Washington, D. C. Who is largely responsible for ringing up these figures? It's the women . . . who watch WNBW on the 386,799 sets in the Washington area.

WNBW 4
WASHINGTON

Represented by
NBC Spot Sales

1920

1952

NEW "FRONT PORCH" OF THE NATION

Television has brought campaigning a long way from 1920, when candidates campaigned from the front porch of their homes. Today, presidential candidates simply step before the television cameras and are seen and heard by many millions of people.

The first intercity network television broadcast using today's methods took place between New York and Philadelphia, only seven years ago. In the relatively short period since then, the Bell System has expanded its television network from coast to coast . . . so that 99% of the country's television sets can receive the same program at the same time.

Such development, at such a pace, requires great investments of effort, ingenuity and money. Radio-relay and coaxial cable routes have to be built. Special equipment has to be designed, and special personnel trained to install, maintain and operate it.

Yet the cost of the service is low. Bell System charges, for use of its intercity network facilities, average about 10 cents a mile for a half hour.

BELL TELEPHONE SYSTEM

CANCER TELETHON

L. A. Stations Set Oct. 25

AIMED at raising $750,000, a show, *City of Hope Telethon* for the Cancer Society, possibly the last program of its type to be scheduled on the West Coast, will be telecast by KTLA (TV) KNBH (TV) KTTV (TV) and KLAC-TV Hollywood, Oct. 25.

Telethon is scheduled from 10 p.m. PST, Saturday, through 12:30 p.m. PST, Sunday. Arrangements are handled by station managers Donald Norman, KNBH (TV); Klaus Landsberg, KTLA (TV); Richard Moore, KTTV (TV), and Don Fedderson, KLAC-TV; in cooperation with Samuel Faberman, national assistant executive director of the *City of Hope*.

IET Calls D.C. Meet

DISCUSSION on use of non-commercial educational TV Channel 26, assigned to Washington, D. C., will be held Oct. 16-17 by the Institute on Educational Television at Gaston Hall on the Georgetown U. campus in that city. Leaders in education and television will talk and proposals will be received for organizing and financing an educational TV station in the U. S. capital. The IET is a temporary organization set up by universities and other educational institutions in the District of Columbia.

DEWEY PANEL

Hanna, Duffy Are Named

INSURING a practical approach to problems of educational telecasting in New York State, which has been granted licenses for six noncommercial educational TV stations, Gov. Thomas E. Dewey has appointed Michael R. Hanna, general manager of WHCU Ithaca and Bernard Duffy, president of BBDO, New York, to the Temporary State Commission on the Use of Television for Educational Purposes.

Created by the 1952 state legislature and approved by Gov. Dewey [B•T, March 24, 17], the TV Commission is empowered to make a thorough and comprehensive study of the use of TV facilities for educational purposes. Sum of $25,000 was voted for study, to aid the Board of Regents of the U. of New York, state agency which has received licenses for educational TV stations in Albany, Buffalo, Rochester, Syracuse, New York and Binghamton. No money has been appropriated to construct or operate the TV stations.

Dr. Paul F. Lazarsfeld, sociology professor at Columbia U., also has been made a member of the Commission. He is author of studies on the psychological-sociological effects of broadcasting and co-inventor, with CBS President Frank Stanton, of the Program Analyzer for measuring individual and group reactions to the component parts of TV programs.

Mr. Hanna

Mr. Duffy

Group's chairman is Douglas M. Moffat, member of the New York law firm of Cravath, Swaine & Moore and president of the Church Club of New York. Vice chairman is Young B. Smith, dean of Columbia Law School.

Other members are: Clarence U. Carruth Jr., of the New York law firm of Curtis, Mallet-Provost, Colt & Mosle, and Mrs. James W. Kideney of Buffalo, chairman of the Teacher Award Committee of the American Assn. of University Women.

The Commission membership also includes the president pro tem and the minority leader of the State Senate, the speaker and minority leader of the Assembly, a member of the Board of Regents, a member of the Board of Trustees of the State U., the Director of the Budget and the Commissioner of Commerce.

Mr. Hanna will be able to provide the Commission with practical, realistic answers to questions as to how certain educational goals may be achieved in actual operation. Mr. Duffy, as head of an agency which buys millions of dollars worth of radio and TV time for its clients each year, can supply the businessman's viewpoint.

Alexanderson to RCA

DR. E. F. W. ALEXANDERSON, radio, TV, and electronics engineer and inventor, who also was RCA's chief engineer from 1920 to 1924, last week returned to RCA as a consultant. He is credited with more than 300 inventions, including the high-frequency alternator which bears his name and a number of important developments in antennas, electron tubes, radio receivers, transmitters, and electronic control equipment, as well as in TV research and development. Dr. Alexanderson retired recently from General Electric Co.

TV Clinic Postponed

WBTV (TV) Charlotte, N. C., announced last week that the TV clinic originally planned for Oct. 22-23 [B•T, Oct. 6] has been postponed to Dec. 3-4. Industry reaction to the clinic announcement indicated that a more ambitious program would be justified, it was reported. Postponement was decided to permit time to prepare. FCC Chairman Paul A. Walker has been invited to speak.

CINCINNATI UHF

Educators Map Plans

GROUNDWORK for a noncommercial educational TV station to operate on uhf Channel 48 in Cincinnati has been laid by representatives of various institutions in a meeting called to obtain pledges.

Early estimates place the initial expenditure at about $250,000 for first year operation, and another $100,000 for each additional year of operation. Participating institutions are being requested to provide $15,000. Another $5,000 will be furnished by the City Council Chamber for engineering studies.

After the educational agencies sign articles of incorporation, the licensee firm will be known as the Greater Cincinnati Television Educational Foundation. Some seven groups had pledged support.

AFM FILM FEE

Replaces 5% Spot Royalty

AMERICAN Federation of Musicians has eliminated the 5% royalty formula on all filmed TV announcements of one minute or less by setting a fixed fee.

Under a new ruling, musicians can play one minute or less filmed spots at the scale of $27 per man, with leaders or single musicians double for an hour-long session. No more than three filmed spots of one minute can be produced in the hour-long session. They also must be for the same sponsor. The producer must sign an agreement with the union trust fund trustee for payment of $100 per announcement per year if it is used. The agreement provides for blanket use of the film spots on an unlimited number of stations within the year.

AFM president James C. Petrillo, in notifying Phil Fischer, vice-president of Los Angeles Local 47, of the policy changes said the federation had given great consideration to the matter of TV film, jingles and spot announcements.

"It was never intended that the 5% of station time charge policy should apply to these very short announcements," his wire said. "Therefore in lieu of the 5% payment to the trustee, we have devised a new policy, retaining the payment principle to the trustee by substituting a fixed fee for the 5% of the station time charges."

He stressed the fact, however, that the new fixed fee does not apply to regular length TV films.

This Clock gives you correct time

STYLE 37-15" S. S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for *Dependable, Exact Time-keeping.*

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Standard and Specially Designed Clocks
and Clock Systems for more than 65 Years

207 WILLOUGHBY AVENUE • BROOKLYN 5, NEW YORK

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

XUM

—built man-size for man-sized TV jobs!

MODEL 105-507

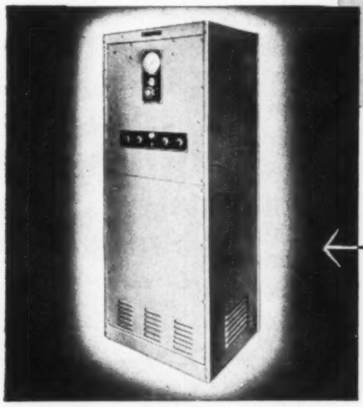
AUTO-DRYAIRE* DEHYDRATOR

SPECIFICATIONS:

- Fully automatic—dry air available without interruption. Capacity 3 CFM
- Dewpoints below — –40° F.
- Floor model—26" W x 22" D x 66 7/8" H
- Operating pressure adjustable up to 50 PSI
- Serves up to:
  - 40,000 ft. 1 5/8" Transmission Line.
  - 10,000 ft. 3 1/8" Transmission Line.
  - 3,500 ft. 6 1/8" Transmission Line.

AUTO-DRYAIRE* DEHYDRATORS

MODEL 105-507 is fully automatic—this particular unit delivers 3 CFM. There are many others in the complete family of Auto-Dryaire* Dehydrators having characteristics to meet all requirements—standard models with deliveries from .15 CFM to 3.0 CFM; larger capacities to specifications.



For performance plus, specify the following products of our manufacture: SEAL-O-FLANGE*TRANSMISSION LINE, AM, FM and TV TOWER HARDWARE, LO-LOSS SWITCHES, and COAXIAL DIPOLE ANTENNAS. Inquiries invited.

*REGISTERED TRADE MARK

Communication Products Company, Inc.

MARLBORO, NEW JERSEY — Telephone: FReehold 8-1880

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

To Reach
The
$51 MILLION
INCOME*
FARM MARKET
in
WSAZ'S
29 BMB
COUNTY AREA
it's
"FARMER
CLICK'S
PARTY LINE"
MONDAY THRU SATURDAY
7:00-7:15 A.M.
Represented Nationally
By: THE KATZ AGENCY

* Sales Management 1951

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

OHIO KY. W.VA.

RADIO STATION
WSAZ

FAULDER NAMED

Is WMPS Station Mgr.

GEORGE B. FAULDER has been appointed station manager of WMPS Memphis, Harold R. Krelstein, station's president, announced last week. Mr. Faulder formerly was manager of WMAK Nashville.

Mr. Faulder

Mr. Faulder's broadcasting career got underway in 1941 when he joined WMC Memphis as an announcer. He joined the army in 1942, served until 1945, then entered law school at the U. of Michigan.

In 1947, he joined WMPS announcing staff. The following year he was appointed WMPS program director, a position he held until he became manager of WMAK.

Native of Wapakoneta, Ohio, Mr. Faulder began his business career with Erwin, Wasey & Co.

KWEM REQUEST

FCC Denies Outright Move

PETITION of KWEM West Memphis, Ark., requesting grant without hearing of its application to move to Memphis, Tenn., was denied by FCC last week and the application was continued in hearing status in spite the Commission Broadcast Bureau's statement it has no objection to the move.

Comr. Rosel H. Hyde dissented from the majority ruling. He stated FCC should approve the transfer of main studio location, a ruling consistent with Commission action in other cases such as those involving stations at Versailles-Lexington, Ky., and Pawtucket-Providence, R. I.

The Commission noted the request was designated for hearing on issues "relating to the future program policies of Station KWEM with regard to West Memphis, Ark., and the furnishing of an outlet for the expression of the needs of that community." KWEM stated it would have an auxiliary studio in West Memphis to serve local organizations and advertisers on the same basis as at present.

RATKE & DREHER

Takes Over RBG Debts

RATKE & DREHER Adv., New York, new agency for Radio Bargain Guild Inc., New York, has written radio stations offering to "take over any obligations" which may be due to stations from "Radio Bargain Guild Inc.," under contracts placed last spring.

The advertiser and its former agency, Harold Kaye Adv., New York, are attempting to clear all outstanding debts, Mr. Kaye said. Mr. Kaye no longer is handling the account but is in another business now representing home demonstration advertisers who use TV.

Papers Sponsor Show

TWO NEWSPAPERS sponsoring the Frederic W. Ziv transcribed radio series, *Freedom, U. S. A.*, are promoting the program with extensive campaigns in their cities. The *Raleigh* (N. C.) *Times*, which sponsors the series on WRAL that city, carried an 18-day series of advertisements describing the program and including endorsements from Sens. Clyde R. Hoey and Willis Smith of North Carolina. Newspaper also used spot announcements on WRAL, posters on the newspaper's trucks and stands, and trailers in local movie houses. The other newspaper sponsor, the *Memphis Press-Scimitar*, currently is running an ad series plus page one stories focusing attention on the start of the program this Thursday on WMC Memphis.

SET PRODUCTION

New '52 Figures Released

PRODUCTION of radio sets reached a total of 5,823,881 for the first eight months of 1951, according to the monthly compilation by Radio-Television Mfrs. Assn. Figures cover the entire manufacturing industry. August radio output totaled 543,802 sets compared to 563,407 for the same month of 1951.

TV production of 397,769 sets in August, highest since March, brought the year's total to 2,914,926 units. In August 1951 only 146,705 TV receivers were produced, less than half the total this year.

RTMA found 29,671 home sets with FM tuning facilities were produced in August. Another 7,532 TV receivers had tuning equipment for the FM band.

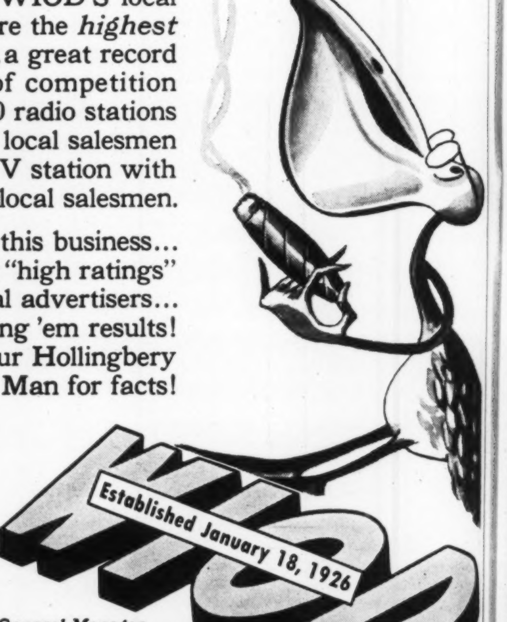
Total radio-TV production for the first eight months of 1952 follows:

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,878	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
June (5 weeks)	361,152	297,669	205,186	246,909	124,489	874,253
July	198,921	203,868	81,353	95,220	61,295	441,736
August	397,769	235,728	105,006	94,315	108,753	543,802
Totals	2,914,926	2,270,473	881,444	1,733,412	947,552	5,823,881

HIGHEST Since 1947

Right now, WIOD'S local time sales are the *highest* since 1947!...a great record in view of competition from 10 radio stations with 43 local salesmen and one TV station with *11* local salesmen.

And, we got this business... not by selling "high ratings" to our local advertisers... but by getting 'em results! Ask your Hollingbery Man for facts!



James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.

NEWSPRINT

Expansion Is Off 25%

THE U. S. faces "continuing shortages" of timber for newsprint and expansion of production has fallen about 25% short of the objective, Secretary of Commerce Charles W. Sawyer told a House Judiciary subcommittee Oct. 2.

The subcommittee, headed by Rep. Emanuel Celler (D-N. Y.), held hearings on the newsprint situation as a result of an "arbitrary" increase in the cost of newsprint imposed by Canadian manufacturers last May. The Dept. of Commerce was assigned to study the problem, with a view to the possible use of new materials and expansion of U. S. production facilities.

Authorities have asserted continued shortages could have an unfavorable effect not alone for small dailies and publications, but also in the long run for printed media advertising budgets while indirectly favoring expenditures for broadcast advertising.

Rep. Celler praised the Commerce Dept. for its survey, not yet completed, and also warned that "recurring newsprint shortages . . . and skyrocketing newsprint prices . . . are not conducive to the thriving of a free and independent press either in the United States or abroad."

NAHB Housing Series

SERIES of 13 transcribed radio programs on housing has been produced by the National Assn. of Home Builders, Washington, D. C. The series features interviews of prominent figures in the housing field, and is available for $25 to $75, depending on population of area, from the association at 1028 Connecticut Ave. N.W., Washington, D. C.

AM
WEVD
FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

air-casters

CECIL H. SUFFERN appointed program supervisor WNYE (FM) New York. Other staff changes include: **JEAN A. EICKS** to script supervisor; **DOROTHY KLOCK** to TV supervisor, and **ROBERT GLADSTONE** to chief staff announcer.

PATRICIA A. SEARIGHT appointed director of program operations, WTOP Washington.

HENRY O'NEILL, part-time announcer, WLWC (TV) Columbus, to full-time announcing staff there.

CHARLIE SLATE to WBTM Danville, Va., as farm service director.

BOB SMITH, NBC sportscaster, to DuMont TV Network as sports commentator and conductor of *Sports Varieties* program.

DOROTHY STEVENS to WLAN Lancaster, Pa. as women's director.

CYNTHIA MAXWELL, former manager of local sales service, WABD (TV) New York, appointed traffic supervisor, KGU Honolulu.

NORM GRIFFIN named farm service director of CKWX Vancouver. **RON HUNKA**, announcer, CHAB Moose Jaw, to CBX Edmonton, in same capacity. **HARRY RASKY**, news editor, CKEY Toronto, appointed producer at CBLT (TV) Toronto.

THOMAS HATTEN, Hollywood free lance radio-TV announcer, to KTLA (TV) that city, in same capacity.

BOB HIESTAND, staff director, KTTV (TV) Hollywood, shifts to night supervisor.

WILLIAM R. NUGENT, house manager, NBC El Capitan theatre studio, Hollywood, named manager of NBC Hollywood guest relations department.

JEAN CHAPPELL to WIRE Indianapolis as music librarian, replacing **NORMA JEAN CASPER**, who resigned to be married.

BY COLVIG, assistant sales manager, ABC Western Div., to KNXT (TV) Hollywood, as assistant promotion manager in charge of trade promotion.

GERTRUDE BERG, star of *The Goldbergs*, former radio-TV show, assigned role in Lester Cowan feature film production, "Main Street to Broadway."

ROGER RAMBEAUZ, coordinator of student personnel services, U. of Denver, to KLZ Denver as promotion manager succeeding **JOHN CONNOLLY**, now service and promotion manager for Lamar, Colorado Buick agency.

FRANK JAMES, announcer-news editor, KOOL Phoenix, to KPOL Los Angeles, as announcer.

BILL BRENNAN, program director, KNXT (TV) Hollywood, shifts to CBS-TV that city, as script coordinator.

FRED CLARK, who portrays Harry Morton on CBS-TV *George Burns and Gracie Allen Show*, assigned role in Paramount Pictures feature film, "Here Come the Girls."

CHARLES DINKINS, promotion manager, WSAZ Huntington, W. Va., to WSAZ-TV in same capacity replacing **HAL SHRIBER** who moves to publicity staff, Earle Ferris, N. Y.

HAROLD KEAN and **JUDY CARROLL**, WJR Detroit entertainers, presented Award of Merit by city's chapter of American Red Cross for "outstanding service and loyal entertainment performances before hospital groups."

DAVID ACHOR, formerly with WBEX Chilicothe, Ohio, and WBLJ Dalton, Ga., to WCHO Washington Court House, Ohio, on announcing staff.

CARLTON FREDERICKS, WMGM New York nutrition expert, to give course in nutrition at College of the City of New York and at Brooklyn College, starting this month.

CHRIS MACK, WNAX Yankton-Sioux City, S. D., farm service director on leave to serve Mutual Security Agency as Agriculture Information Specialist, moves base of operation from Paris to Ankara, Turkey.

DON KRAATZ, Young & Rubicam, Chicago, to ABC-TV Chicago as executive producer. He replaces **JACK BRAND**, who plans to reactivate his Chicago package firm.

MERRIE VIRGINIA returns to KEX Portland for *Dreamland Playhouse* and *Merrie Circle* programs.

JOHN DEHNER, Hollywood radio announcer-actor, to Germany for role in 20th Century-Fox feature film, "Man on a Tightrope."

CYNTHIA MAXWELL, office manager, KVEN Hollywood, transfers to station's Ventura headquarters, in same capacity.

FRED CUSTER, accountant, C. F. Braun Co., Alhambra, Calif. (engineers), to KPOL Los Angeles, as office manager.

GEOFFREY WADDINGTON, Canadian radio musical director, named director of music for Canadian Broadcasting Corp., with headquarters at Toronto.

MINERVA URECAL, featured on NBC-TV *Dennis Day Show*, assigned role in Warner Bros. feature film, "By the Light of the Silvery Moon."

WILLARD WATERMAN, star of NBC radio *The Great Gildersleeve*, assigned role in M-G-M feature film, "Remains To Be Seen."

DONAL L. JONES, U. S. Army and former announcer at WSAN Allentown, Pa., father of boy, Christopher.

RHODA WILLIAMS, who portrays Betty on NBC radio *Father Knows Best*, mother of girl, Sept. 30.

GEORGE F. HACK, disc jockey, WNOW York, Pa., father of girl, Diane Lynn.

News . . .

TED SWITZER, NBC Hollywood press department, father of girl, Jacalyn Dale, Sept. 30.

MANNY WRIGHT to KBOR Brownsville, Tex., as news editor.

WBNS Doesn't Fall Back on the "NET"

With the greatest of ease . . . WBNS programming swings back and forth from top CBS shows to locally-produced programs built around beloved Ohio personalities. Blessed with a choice of all the best CBS talent, WBNS knows sponsors can't miss when local favorites add their endorsement to selling messages aimed at Central Ohio.

ASK JOHN BLAIR

WBNS RADIO
PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

TOP

MARKET

MARKET DATA
for Counties Covered by
K-NUZ—
Houston, Texas

Population (Negro 160,000)	1,119,800
Radio Homes	327,240
Retail Sales	$1,392,525,000
Food Sales	$ 327,587,000
General Merchandise Sales	$ 164,284,000
Apparel Sales	$ 103,232,000
Home Furnishing Sales	$ 82,885,000
Auto Supply Sales	$ 103,547,000
Bldg. & Hardware Sales	$ 123,998,000
Food & Beverage Sales	$ 96,328,000
Drug Sales	$ 42,083,000

SRDS Consumer Markets 1951-1952 for all market figures.

TOP
BUY
Call FORJOE
or Dave Morris
General Manager
at KE-2581
TRON
K-NUZ
HOUSTON'S LEADING INDEPENDENT

allied arts

HERBERT RIEGELMAN, vice president, Montgomery Ward & Co., to General Electric Co., Syracuse, as manager of marketing for receiver dept.

ALBERT J. W. NOVAK, manager, instrument dept., sales div., **Brush Development Co.,** Cleveland, appointed firm's assistant general sales manager.

JULIUS HABER, director of advertising and sales promotion for RCA technical products, appointed director of public relations for RCA Victor, Camden, succeeding **JAMES M. TONEY,** now director of consumer products distribution.

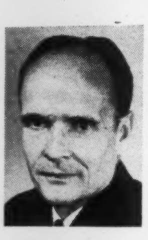
Mr. Haber

FRANK J. SIMPSON, southern div. sales manager for Thor Corp., Chicago, and vice president, promoted to sales manager. **THOMAS R. CHADWICK,** new general sales manager, will coordinate all Thor sales work.

ROSS DOWNING, manager of eastern states div. of United Press, named to new post of assistant general business manager of UP, N. Y. **CARL B. MOLANDER,** who formerly directed business office staff in N. Y., appointed assistant general sales manager.

W. T. DOWDING, radio department, J. Walter Thompson Co. Ltd., Toronto, to S. W. Caldwell Ltd., Toronto, as head of sound engineering at radio-TV center. **J. M. SAVAGE,** TV scriptwriter, BBC, to Caldwell firm as coordinator of TV production.

HOWARD BRIGGS, assistant vice-president in charge of Hoffman Labs. Inc. government contract office, Washington, transfers to Los Angeles headquarters as assistant to **H. LESLIE HOFFMAN,** firm president.


Mr. Briggs

WALTER S. BATES to A-V Tape Libraries Inc. of N. Y., as sales representative.

JOHN A. CAVALIERE, supervisor of commercial service, General Electric Co.'s cathode ray tube operation, Syracuse, N. Y., appointed manager of firm's new central regional tube warehouse now under construction in Chicago.

ROBERT FOSTER, World Broadcasting Co., to Audio-Video Recording Co., N. Y., as sales representative.

J. L. FOWLER, General Electric Supply Co., Kansas City, to CBS-Columbia Inc., as district manager in Nebraska, Iowa, Kansas and Missouri.

TUBE DEPT., RCA Victor, Camden, N. J., announces publication of *Service Parts Directory* (SP-1014), containing schematic diagrams, parts lists and top and bottom chassis views for 71 1950 and 1951 RCA Victor TV receivers.

JOHN MUDDLE, Framingham, Mass., appointed sales representative for New England territory for Henry L. Crowley & Co., West Orange, N. J.

SPRAGUE ELECTRIC Co., North Adams, Mass., has released Catalog 31 on transmitter type mica dielectric capacitors which conform with Joint Army-Navy specifications JAN-C-5.

JULIUS COHEN, associated with Washington consulting firm of George C. Davis, returned from nine months active duty with U. S. Army Signal Corps.

BOB WEISS, head of his own public relations firm, Hollywood, to Capitol Records Inc., as European representative with headquarters in Paris.

J. J. HARTY, public relations representative, American Airlines, Hollywood, elected president of Los Angeles Publicity Club. Other officers include: **JOE MICCICHE,** County of L. A., first vice president; **JOE ALVIN,** Carl Byoir & Assoc. (public relations firm), and **GEORGE GOODALE,** L. A. Angels (ball team), second vice presidents; **CARROLL SUGAR,** BBDO, treasurer, and **DOROTHY JACKSON,** Booz, Allen & Hamilton (engineers), secretary.

C. B. McGEHEE elected vice president of Truscon Steel Co., Youngstown, Ohio, subsidiary of Republic Steel Corp.

TELEVISION TRANSMITTER Div., Allen B. DuMont Labs. Inc., Clifton, N. J., appointed to represent Kliegl Bros., N. Y. (TV studio lighting equipment).

JERRY LANDAY, announcer-coordinator, WSYR Syracuse, N. Y., to TelePrompTer Corp., N. Y., in supervisory capacity.

Equipment . . .

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces production of first wide band microwave receivers. Series of four instruments are available covering frequency range from 1,000 mc to 10,750 mc. Model RL features AM-FM reception and AFC.

RCA VICTOR, Camden, N. J., announces production of new "personal" clock-radio believed to be smallest in field. Overall dimensions are 5⅞ inches high, 3½ inches deep and 8 inches wide.

N. C. HEKIMIAN, National Bureau of Standards, Washington, D. C., has developed constant-amplitude oscillator providing r-f voltage that remains reasonably stable regardless of changes in tube parameters, supply voltage, heater voltage or load impedance. Device consists essentially of conventional oscillator with diode connected across output terminals.

HI-Q Div., Aerovox Corp., Olean, N. Y., announces manufacture of high-voltage ceramic capacitors of slug, disk, plate and tubular types with voltage ratings of from 1 to 20 kv. Insulation resistance is of order of 50,000 megohms. Working voltage is 20,000 volts d.c.; flash test 27,000 volts d.c.

RADIO REACHES PEOPLE...
COVER the NASHVILLE MARKET with WSIX
THE NASHVILLE MARKET (53 COUNTIES IN MIDDLE TENNESSEE AND SOUTHERN KENTUCKY) IS COVERED BY WSIX. SEE LATEST BMB REPORT.
Celebrating A Quarter-Century of Service!
Better Buy
WSIX
The Voice of Tennessee's Capital City
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

WNEW BALANCE SHEET

Independent's Success Story Told by 'Fortune'

WNEW New York has been lauded as "a brassy little station that for a number of years now has impudently danced rings around its heavy-breathing competitors."

In its October issue [CLOSED CIRCUIT, Sept. 8], *Fortune* says, "That goes not merely for the independents—among which WNEW is generally rated No. 1 in the entire U. S.—but for such giant network outlets as WNBC, WJZ and WOR (but not CBS), whose elaborate and expensive daytime programs are for the most part outdrawn by WNEW's shrewdly manipulated drumfire of tin-pan-alley tunes."

Acknowledging that comparative figures are not available, the magazine comments that "it is a fair assumption" that during the hours in which WNEW pulls the largest audience, it also rolls up the largest gross, and with its low-cost operation, earns the highest rate of profit.

"Along Radio Row," says *Fortune*, ". . . many have itched to know just how much the Little Monster makes. That secret *Fortune* now discloses . . .

"In 1948, when television was yet a pup, WNEW enjoyed what up to that time was its finest all-around year. Out of gross time sales of $2,540,700, it took an operating profit of $655,500, and its net after taxes of $332,600 represented a return of more than 25% on the station's modest capital investment.

"Then, in 1949," *Fortune* continues, "WNEW received a shock. Dollar-wise it was insignificant—the gross sales slipped by only $35,000, and operating profit was down a couple of percentage points—but to WNEW, whose progress hadn't been faulted in 14 years, the writing on the wall spelled t-e-l-e-v-i-s-i-o-n."

Fortune's article recounted that WNEW made a remarkable recovery in 1950. "Sales soared to $2,870,600, and WNEW took a profit of nearly 30 cents on every dollar of income: the gross profit was $839,600, the net, $358,400.

"Though in 1951 sales fell off to $2,730,900 (these are all October-to-October fiscal-year figures) the villain was not television, but a costly flood of the Hackensack River that silenced WNEW's transmitter in Kearny, N. J., for several days," says *Fortune*.

Figures Up to Date

Bringing figures up to date, the magazine adds, "For the first six months of fiscal 1952 the station's sales of $1,429,800 were the highest for any comparable period in its history, and at the rate second-half billings were running, it was almost certain that 1952 would eclipse the record year 1950."

Tribute was paid to Bernice Judis, executive vice president and general manager, and to Ira M. Herbert, vice president and sales director.

Miss Judis' principal admonition to WNEW's staff was, "Entertain, and while entertaining, sell." Another terse staff memo *Fortune* reported was advice passed along by Miss Judis to time salesmen: "You are required to earn $10,000 the first year, and at least twice that after two years—okay, honey?"

Mr. Herbert feels in a similar way about salesmen. "Two years ago," *Fortune* reported, "a WNEW salesman earning $37,000 a year was fired. 'He wasn't getting what he should have got from his potential,' is Mr. Herbert's explanation."

WNEW, 10 kw on 1130 kc, has a CP to increase power to 50 kw. The outlet is owned by William Cherry, who also owns WPRO-AM-FM Providence.

RTES Committees

ROBERT SARNOFF, president, Radio and Television Executives Society, has named committee chairmen as follows: Programs—Ted Cott, NBC; Publicity—David O. Alber; Membership—Caroline Burke, NBC; Attendance—Gertrude Scanlan, BBDO; Roster—M. H. Shapiro, BMI; House—Jack Kiermaier, NBC; Legal Counsel—James Lawrence Fly, and Max Chopnick.

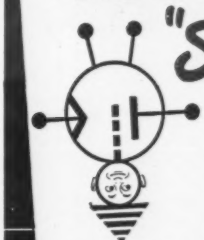
★ 5-Star Special
HOME
FOR
SALE

Ideal home for permanent tenancy! Perfect location (8:30-9:00 a.m. Monday through Friday) in well established neighborhood (Kansas City Primary Trade area). Dedicated recently by Bea Johnson (formerly Joanne Taylor) to the women of the Heart of America and operated strictly according to the Heart of American plan. Immediate occupancy for advertiser wishing to reach large wealthy group who dominate 55% of Midwest purchases. The KMBC-KFRM "Happy Home" is open for inspection at all times. Call, wire or phone your nearest Free and Peters office or KMBC-KFRM, Kansas City, Mo. Locations in the new developments are moving rapidly and immediate committments are recommended.

KMBC
of Kansas City
KFRM
for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

The tube that "Stands on its head"



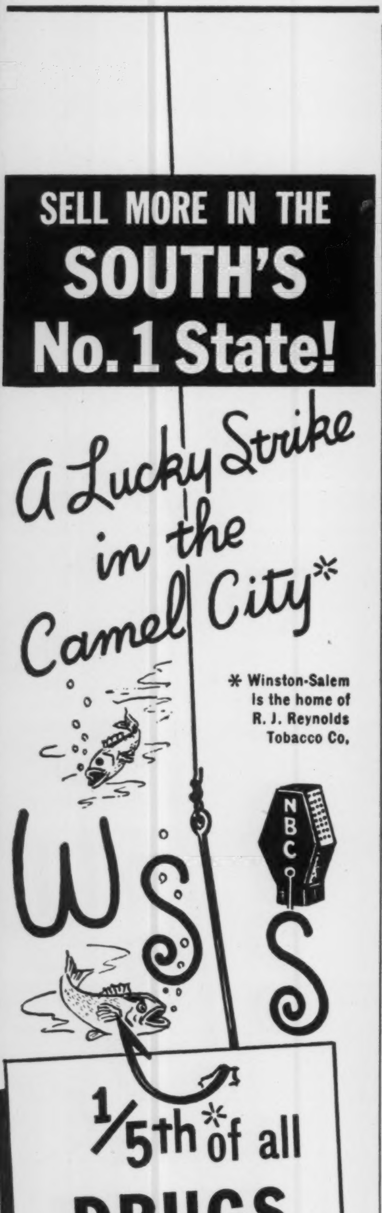
Stands on its head, electrically speaking, because its grid-flange construction permits grounded-grid operation with effective isolation of input and output circuits. Benefits: simplified circuitry, lower lead inductance, and more stable operation.

Grid-flange construction—an RCA development—opened a new era in vhf operation. The 5762 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler—offers substantial operating economy.

RCA-5762's now serve all three broadcast fields —FM, AM *and* VHF-TV! Need we say more?

There's an RCA Tube Distributor just around the corner from your station. For fast, friendly service—call him!

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES HARRISON, N. J.


SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

WSJS

1/5th* of all DRUGS Sold in North Carolina ARE SOLD IN WINSTON-SALEM'S WSJS 15-COUNTY MARKET

* $14,700,000—S. M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

programs promotion premiums

PROGRAM and news departments of WGAR Cleveland, WLS Chicago, WCAU Philadelphia, KFWB Los Angeles and WPTR Albany have combined their efforts to produce a series of four half-hour shows covering the pre-election picture in the states where the stations are located. Each station has its commentator cut a four minute analysis of the political race in his coverage area. Commentaries are built into a half-hour show by the WPTR news staff and then returned to the individual stations.

SALUTE FROM CPRN

COLUMBIA Pacific Radio Network saluted the five new CBS Radio West Coast affiliates Oct. 9 with a special 25-minute program, *This Is Radio*, encompassing radio from 1926 to 1952. Show was written and produced by Ralph Rose and Gordon T. Hughes. Frank Goss was host-narrator for KHUM Eureka, Calif., KRNR Roseburg, KYJC Medford, KFLW Klamath Falls, Ore., and WKIE Kennewick, Wash.

PLACE MAT PROMOTION

MOST recent addition to overall promotion efforts of WBTV (TV) Charlotte, N. C., is the distribution of 200,000 place mats to restaurants in the station's coverage area. The mats, decorated with two-color line drawings of various Charlotte landmarks, have the most prominent spot devoted to a line drawing of WBTV's mountain-top transmitter.

PEANUT BUTTER TIME

ROSEFIELD Packing Co., manufacturer of Skippy Peanut Butter, is to sponsor a twice-weekly, 15-minute show over WBAL Baltimore beginning Oct. 21. The company has used TV exclusively in that area for the past two years to advertise Skippy Peanut Butter. Radio time purchase, it was said, may be credited to WBAL's merchandising operation, "Chain Reaction," which guarantees advertisers prominent full-week displays in the city's 217 A&P, American and Food Fair stores.

POSTER PREVIEWS

NEWSSTANDS throughout a 60-mile radius of Philadelphia will feature a different WIP Philadelphia program each week through billboard posters issued by *Quick* magazine. Among programs to be promoted are *The Frank Brookhouser Show, Freedom, USA*, the Villanova gridcasts and shows of the station's new broadcaster, Paul Sullivan.

WVMI BENCHES

TEN benches have been provided at key bus stop locations throughout Biloxi, Miss., by WVMI there to promote the station. Back of each bench carries the outlet's call letters and a reminder that WVMI is "The Gulf Coast's *Most* Powerful Radio Station."

STUFFERS SELL WCAP

LAUNDRIES in Lowell, Mass., are rotating in distribution of 1,500 bundle stuffers weekly in their packages promoting WCAP in that city, programs on the station and programs' sponsors. Station relates that "several pieces of new business can be directly traced to the stuffers arriving at the right home at the right time."

TRIPS TO INAUGURATION

EXPENSE-paid trips to the Presidential inauguration are being offered by WTCN Minneapolis-St. Paul for best answers to a contest based on completion of the sentence "I am going to vote because . . ." Copyrighted under the title "Vote-athon" the top three prizes are trips for two each to the inauguration. Third of the top three awards will go to a youngster who writes why his parents intend to vote.

SUCCESS CANCELS SPOTS

COMPLETE stock of 7,700 pair of ladies nylon stockings was sold in less than a week by Crosby Shoe Stores in Washington, D. C., through Washington Transit Radio (WWDC-FM), according to a report from the station. Several spots per day were used on the station. No other advertising medium was employed. So effective was the campaign that store officials requested that the hosiery special be deleted from the Crosby commercials.

LISTENING'S THE THING

AD promoting the slogan "You can't SEE a thing on KIXL (Dallas)—but it's there!" was run by the station in the Dallas *Times Herald* last week. Layout consisted of a series of dashes which connected a pair of glasses and the copy which plugged station's music programming.

TIES UP PHONE LINES

WCKY Cincinnati received a "cease and desist" order from the telephone company after the station offered on three successive mornings 10 pairs of tickets for an ice show to the first 10 persons who called in the answer to a "mystery tune" on its disc jockey show. The station's switchboard was swamped and the telephone company's trouble-shooters finally identified the radio offer as the cause for a complete early-morning tie-up of the main downtown exchange.

'OUTLAW' DISC JOCKEY

WWPB Miami, Fla., flyer shows rogues' gallery front and profile shots of a bearded, Stetsoned, "desperado" named "Great Scott," identified as a disc jockey from 3 to 5:45 p.m. Mon.-Sat. on the station. Flyer states "Great Scott" is wanted for "robbery" because he "steals" audiences from competitors. "Reward" offered is a "pleasant spell of listening" for "catching him on your dial."

WDOD-WESTINGHOUSE TWINS

WESTINGHOUSE "twins"—a Westinghouse Laundromat and Spin-Drier—were awarded to Mr. and Mrs. W. G. Fulghum, parents of newly-born twin sons, on Sept. 23, day promotion of the twin appliances began. Patti Hubbs, m.c. of WDOD-AM-FM Chattanooga's *Patti's Parade*, as part of the nationwide promotion, tape-recorded an interview with the parents for playback on her 8:15-55 a.m. program.

the cornerstone of every advertising campaign in New Haven and New England

TV WNHC FM

WNHC RADIO NBC

represented by the Katz Agency

TV Facts of Life

(Continued from page 70)

tion is predestined to lose money at the start. Those with NBC and CBS affiliations would prosper, he said.

Mr. Doherty, in alluding to recent surveys he had made, said that in the two top TV-populated markets—New York and Los Angeles—there are five stations in the red, two "pink" and the remaining seven making money. There are seven stations in each market.

In a discussion of size of TV networks, touched off by A. D. (Jess) Willard, WGAC Augusta, it was agreed generally that TV networks would be substantially smaller than AM because of high cost of facilities and time. Mr. Willard said that, realistically, it had to be concluded that average TV networks will not be of more than 60 or 70 markets, as against 150-200 market radio networks. On the same theme, multiple sponsorships were predicted to defray costs.

Another round of discussion centered upon the single rate card vs. separate national and retail rates. Mr. Marshall contended that even the hamburger stand and the flower shop should pay the same rate as the national account on the ground that it could buy the smaller unit and still earn a return. Mr. Outler, who said he had thumped the tub for the single rate in radio, averred that two rates inevitably lead to three or four rates and finally to "how much have you got and how soon can you get it over here." He urged broadcasters to keep television in a buyer's market. Once it becomes a "seller's" market, he said, there will be no bottom price.

The advertising agency buyer, Mr. Outler said, is the broadcaster's best friend. They deplore rate deviations.

Uhf vs. vhf was debated, with Mr. Lodge citing certain unknown factors in uhf coverage. He pointed out that there can be no uhf power in excess of 10 or 12 kw for some time, although there were promises that at least one high-powered transmitter would be on the air by the end of the year. He expressed misgivings, however. Uhf contemplates use of drivers for amplification up to 100 to 200 kw effective radiated power, with a 10 kw transmitter.

Mr. Lodge predicted there might be only 20 or 30 substantially powered uhf stations delivered during 1953 and that others might go on with low power, "giving uhf a black eye," or would hold off.

As for uhf coverage, Mr. Lodge said, "it is fine in flat areas" but in the mountains and valleys, it has a "rough time." He questioned uhf's ability to "get behind the hills."

Same Color Quality

As for color, it was Mr. Lodge's view that the quality would be the same on vhf and uhf. Both use the same channel width, he pointed out. As for quality, uhf and vhf are identical where the signals are adequate.

Nevertheless, he said that there appeared to be no reason why an applicant for uhf should have an "inferiority complex." He alluded to the woeful lack of knowledge on propagation.

Analyzing latest data on personnel costs, Mr. Doherty said that a study he had just completed indicates the average TV station expends $1,000 per man per month. In smaller stations, it runs as low as $800 and in the largest, in excess of the $1,000 figure. A small station can operate with 27 people, or a payroll of approximately $2,500 a week, he said. This contemplates secondary market operation.

A poll of TV stations in the district showed that WSB-TV has 45 people assigned to television only, with others who are interchangeable; WMBR-TV, 41 fulltime TV; WAFM-TV, 22 people with no interchangeable personnel; WTVJ (TV), 105 people aside from 25 in its film organization, or a total of 130; WDSU-TV, 83 TV only (plus 47 in the combined operation); and WBRC-TV, 20 to 25 TV only.

Percentage-wise, Mr. Doherty said, his current annual breakdown of television station staffs, discloses 41% of staff in technical; 28% program and production; 21% general administrative; 6% sales and 4% film.

Bon Voyage!

. . . little Bismarck doesn't realize that candy and flowers often lead to engagements and showers. It's a clear case of increased sales in a bright new market when you make a date with KFYR. Any John Blair man will tell you why.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

The Perfect Companion Unit to your *Continental* Transmitter

The sleek, stylish Phasing Control and Power Division Unit shown above was designed and manufactured especially for Radio Station KWTO, Springfield, Mo. It is typical of Continental's high calibre engineering of electronics equipment geared to meet exact station requirements. Whatever the nature of the directional array involved, consult Continental for production of all types of antenna phasing equipment, custom-designed to meet your specific requirements.

Distributed by Graybar Electric Company
IN OVER 100 PRINCIPAL CITIES

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

"Put your ideas...

on

RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-100, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-100, CHICAGO 11
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-100, HOLLYWOOD 38
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

NCAB MEET

Profit-Making Tips Given by Knabb

TIPS on profit-making were offered members of the North Carolina Assn. of Broadcasters at their fall meeting by Jack Knabb, head of Jack Knabb Adv. Co., Rochester, N. Y., and public relations director of the Radio Broadcast Management Council, Rochester. The NCAB meetings were held Oct. 3-4 at Pinehurst, N. C.

Using the title "It Takes Courage to Make a Profit," Mr. Knabb said broadcasters must stand pat on good program service, sound sales approaches and adherence to rate cards.

T. H. Patterson, WRRF Washington, presided at the sessions. New officers were elected as follows: Cecil Hoskins, WWNC Asheville, president; Jack Younts, WEEB Southern Pines, secretary; James MacNeil, WTSB Lumberton, vice president.

Mr. Knabb said broadcasters often are victims of fear—fear of losing money and fear that radio is on the way out. "Salesmen should sell an idea first, then the program," he said, urging also the saturation technique by which an advertiser hits the market hard by concentrating a barrage of radio messages over many stations.

Local events such as fires and emergencies should be covered intensively, at the same time providing a large and salable audience that is attractive to sponsors. He said many local industrial firms have never been contacted by radio salesmen.

Mr. Knabb advocated use of more local participating audience programs. He said stations should closely watch changes in local store and business operations as a source of potential sponsor contacts. Special sales offer a good source of business, if properly promoted, he said. He advised salesmen to know the special problems of each store so they can make intelligent presentations tailored to particular needs.

GALS TAKE OVER

Operate KLAS for Day

IT all started when Fred Stoye, president and general manager of KLAS Las Vegas, agreed to help the Las Vegas Business & Professional Women's Club observe National B.P.W. Week, Sept. 28-Oct. 4.

The ladies' request that they be allowed to "learn something about the part radio plays in our community" grew until the entire KLAS staff, with the exception of the engineers, found itself on the outside looking in.

All 36 B.P.W. moved in at 7 a.m. Oct. 2, and stayed until 10:30 p.m., giving sportscasts, making announcements, spinning records, checking ledgers and selling radio time. The latter was stimulated by a promise of a 50% commission.

The women unanimously decided that "there's more to operating a radio station and making announcements than we thought!"

STRESS NEWS

Canadian Outlets Urged

CANADIAN stations are urged to stress their local and wire news services, especially those given on Sunday, when few sections of the country have any other news services. This is a recommendation of the Press Committee of the Canadian Assn. of Broadcasters, and was accepted by the CAB board of directors at its recent meeting.

The committee also has recommended stations obtain press privileges in all provincial legislatures where they are not granted now; have news representatives attend conventions of provincial weekly newspaper associations, and give fast, factual and complete coverage of special events, even at the expense of commercial programs. Outstanding station coverage of provincial elections has been found a prestige and audience builder, it was noted. CAB's head-office at Ottawa has other press committee recommendations, including railway passes for newsmen, and standard CAB identification cards for newsroom employes.

RCA Fellowships

RCA fellowships worth from $1,800 to $2,700 have been awarded to six young scientists and graduate engineering students, Dr. C. B. Jolliffe, vice president and technical director of RCA, announced last week. The winners are: Oscar Oliver Jr., New York; Hardy C. Martel, Pasadena, Calif.; Edgar Lipworth, Salford, Lancashire, England; Mitchell S. Cohen, Schenectady, N. Y.; Peter H. Lord, Englewood, N. J., and Edward W. Schwarz, Springfield, Ill.

NEW OFFICERS of North Carolina Assn. of Broadcasters, elected Oct. 4 (l to r): Jack Younts, WEEB Southern Pines, secretary; Cecil Hoskins, WWNC Asheville, president; James MacNeil, WTSB Lumberton, vice president.

AD COUNCIL

Cites Radio-TV Support

THROUGH its advertising channels, American business contributed more than $1.5 billion in time and space to public service projects during the past decade, the Advertising Council reported last week in issuing its 1951-52 report on its 10th anniversary.

Through the radio allocation plan, the report showed, business gave "major radio support to 23 top-priority campaigns" and "additional coverage to 40 other causes" during 1951, while TV advertisers, agencies and networks "gave invaluable support to 18 top-priority campaigns and extra coverage to 20 other campaigns."

It was estimated that sponsored network radio programs alone contributed more than 4 billion "radio home impressions"—a home impression being one message heard once in one home based on Nielsen figures—while TV home impressions achieved via network commercial shows were placed at more than one billion.

Local stations, both radio and TV, made major contributions to council activities along with the work done via the networks, the report asserted.

The 10th anniversary report was signed by T. S. Repplier, council president, and Fairfax M. Cone, president of Foote, Cone & Belding, who was 1951-52 chairman of the council.

KYW

PHILADELPHIA

50,000 WATTS STRONG
. . . SERVING ALMOST
2 MILLION FAMILIES

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

Science in Action

(Continued from page 71)

was guest scientist on two programs covering Mars, the moon and stellar evolution.

The show is strictly scripted and formatted to present background and information for the average viewer. A generous use of visual material is a part of each program.

A host narrator, usually a personable member of the Academy's staff, is used. This host is always a scientist who can talk on a professional level with the guest. The commercial is presented after the topic of the evening has been covered. Following the commercial is a weekly feature: "The Animal of the Week." During this portion of the show animals ranging in size from a praying mantis to a live baby elephant have been shown. There is a brief discussion of the animal's characteristics.

Bank Promotes Show

From the first, the bank has done everything possible to make the show a success. An aggressive advertiser, the institution has promoted the show by means of posters and painted bulletins. During 1951 the entire poster and bulletin schedule was devoted to the show. This was the largest amount of money spent on outdoor to promote television in the San Francisco area.

The outstanding success of the show is indicated in the many awards it has received during the past two years. In 1950-51 it received first place in the *San Francisco Examiner, San Mateo Times* and *TV Preview* viewers' polls; was awarded the title of Best Educational and Cultural program by the Academy of Television Arts and Sciences and was given a special program award by the American Assn. of University Women, San Francisco chapter.

In 1951-52 it again received first place in the *San Francisco Examiner* and *San Mateo Times* viewers' polls; best educational and cultural program and best live show awards from the Academy of Television Arts and Sciences and a number of local awards from viewers groups.

In addition the program received five national awards in 1951-52 including those from the American Public Relations Assn.; American Banking Assn.; School Broadcast Conference, Chicago; Ohio State U. Radio-TV conference and the National Report, American Assn. of University Women.

The show has been built as a family show for the participation of all age levels. No material change has been made in the format since its origination, except a more extended use of the physical properties and facilities of the Academy to improve its presentation.

While the bank does not reveal the exact budget set aside for the show they have not cut corners in its production and the program is believed to be the highest budgeted of any half-hour show in the San Francisco market. It is also one of the most rehearsed of any show in the area.

Appeal to schools has been so great that well over 200 copies of each script are prepared for each show so that schools can be sent copies on request. Many classes re-enact portions of the programs. Others hold discussion groups on the day following a program of particular interest.

No Summer Substitute

The program is on the air during the school months. The bank uses no summer replacements.

While officials of the bank feel that it is impossible to give any figures on the value of the television show to the institution they report that many depositors comment on the program. The amount of mail the bank receives in addition to that sent to the station is felt to be satisfactory proof of the popular interest in the show and the public support of its sponsor.

Many problems have arisen during actual production of the show. A special telescopic lens was perfected for a KGO-TV camera to enable the show to shoot the moon. Cameras are often used successfully on the show to let viewers look through microscopes at special slides and live matter. A frog's egg was dissected on the show under a microscope with the TV camera looking on through the aid of a prism.

Animals appearing on the program are always unpredictable. One night a litter of 91 snakes on the show managed to wiggle from their bag shortly after the show signed off. No studio ever emptied faster. But Academy scientists did a quick, thorough job of getting the snakes back into the bag.

Another time a gopher, being readied for the program, bit its handler during rehearsal. A small amount of ether was used to slow the gopher down for the actual show so that he could be handled safely.

While both sponsors and executives of KGO-TV are constantly striving to improve the show they are pleased with the success of the present format. They believe it has earned a place as a valuable part of the community in the months it has been on the air.

WSAB MEETING

Sales Clinic Held

SALES clinic and capsule reports of program and spot developments from BMI headlined a two-day fall meeting of the Washington State Broadcasters Assn. at Chinook Hotel, Yakima, Wash., fortnight ago.

James Cox, West Coast director of BMI, reminded that any TV impact on radio can be offset by "imagination" for new programs. Second-day sales clinic featured an exchange of selling ideas among station management and sales executives, with Joe Chytil, KELA Centralia, WSAB sales committee chairman, presiding at the sessions. Leo Beckley, KBRC Mt. Vernon, WSAB president, presided at the opening business session.

Rogan Jones, KVOS Bellingham, discussed advantages of Broadcast Advertising Bureau selling services. William Treynor, NARTB West Coast office, reviewed services of the association.

WSAB members were advised of plans for a state association network to handle election coverage. Some 20 stations participated in a similar venture for primary election coverage.

CBS Radio Brief

CBS Radio the past fortnight issued a presentation, "Where Network Radio Faces Peak Completion," based on a Pulse survey. It showed that radio listening in TV homes is high, that video families listen to radio during all evening hours, that more than half of this listening is to network stations and that the networks get their greatest share of listening in the peak TV hours of 8-10 p.m. [B•T, Sept. 8].

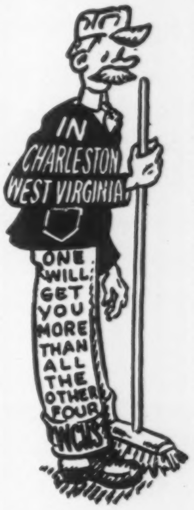
WDok BROADCASTS DAILY
for
CLEVELAND'S
MAJOR
NATIONALITY GROUPS
TOTALING 343,000 PEOPLE
5,000 WATTS
WDok
1260 KC

Mr. Wendell P. Moore, Esq.
Grant Advurtising Co.
Detroit, U.S.A.
Michigan

Dere Pete:

W'all, this here radeo stashun is now 25 yrs. old which is quiet a raspectkabul age, sum folks says. H'it went on th' air back in '27. Guess Im th' oldest feller here but Ive nevur seen things hummin' like theys doin' now. We got 5,000 on 580, and sech go-ins on. They's teachin' collage classus by radeo and is broadcastin' 24 hrs. evry day. Seems somewon is always goin' out of town for a speshul broadcast or makin a speech almost 100 miles away. H'it shure keeps me bizy jist keepin' up with these fellers.

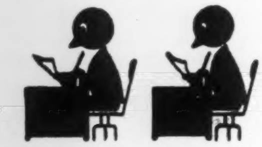
Yrs.,
Algy.


IN CHARLESTON WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

W C H S
Charleston, W. Va.

WWJ
NBC AFFILIATE IN DETROIT
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY COMPANY

FCC actions



OCTOBER 3 THROUGH OCTOBER 9

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier

ant.-antenna
D-day
N-night
aur.-aural
vis.-visual

cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

STA-special temporary authorization
CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

October 6 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KILO Grand Forks, N. D.—CP to change from 1440 kc, 500 w-N, 1 kw-D to 1060 kc, 5 kw-DN unl.; change trans. location; install DA-N. AMENDED to change DA pattern.

License Renewals

Following stations request renewal of license:

WERD Atlanta, Ga.; WKOV Maple Grove, Ohio; KSL-FM Salt Lake City.; KFAM-FM St. Cloud, Minn.

APPLICATION DISMISSED

Extension of Completion Date

KMYC Marysville, Calif.—Mod. CP which authorized change in existing facilities, for extension of completion date.

October 7 Decisions . . .

BY BROADCAST BUREAU

Modification of CP

WCHN Norwich, N. Y.—Granted mod. CP for approval of ant., trans. and main studio locations; engineering condition.

WBUD Trenton, N. J.—Granted mod. CP to change type trans. and specify studio location in Trenton; engineering conditions.

WFSS Patchogue, N. Y.—Granted mod. CP to change type of trans. and ant., and move studio of FM station.

Delete FM

WKRS-FM Waukegan, Ill.—Granted request to cancel license and delete FM.

Which Electric Plant?

This booklet helps you choose the right unit for your needs.

This free booklet will help you select the right type, the right size, starting method, etc. for your particular application. *Whatever* you need, you'll find it in the "U.S." line — for U.S. builds over 300 models, backed by more than 60 years of manufacturing experience!

UNITED STATES MOTORS CORP.
354 Nebraska St. Oshkosh, Wis.

Please send me the free booklet on Electric Plants. I am interested in
☐ Gas powered, ☐ Diesel,
☐ Gasoline powered

Name ....
Address ....
City .... Zone .... State ......

October 7 Applications . . .

ACCEPTED FOR FILING

License Renewal

KPIX (TV) San Francisco—Requests renewal of license.

Change Antenna Type

WBRC-TV Birmingham—Mod. CP, which authorized changes in existing TV, to change ant. type. Ant. height above average terrain: 898 ft.

October 8 Decisions . . .

By Comr. George E. Sterling

WATR Inc., Waterbury, Conn.—Dismissed as moot petition to amend application since application has been removed from hearing docket.

American-Republican Inc., Waterbury, Conn.—Dismissed as moot petition for continuance of hearing since application has been dismissed without prejudice.

Lufkin Amusement Co., Beaumont, Tex.—Granted petition for extension of time from Oct. 2, to Oct. 22, 1952, to file reply to Sept. 23, 1952 petition to dismiss application filed by Smith Radio Co.

KTXC Big Spring, Tex.; KFST Fort Stockton, Tex.—Granted joint petition for extension of time from Sept. 25 to and including Oct. 6, 1952, to file reply brief to exceptions of Chief, Broadcast Bureau to the initial decision issued in proceeding upon applications for renewal of license of KTXC and revocation of CP of KFST.

By Hearing Examiner
Basil P. Cooper

Pinellas Bcstg. Co., St. Petersburg, Fla.—Granted petition for authority to take depositions of certain named persons in proceeding re application for purpose of developing facts related to and bearing upon several issues specified in order designating applications for hearing in St. Petersburg.

The Tampa Bay Area Telecasting Corp., St. Petersburg, Fla.—Granted petition for authority to take depositions of certain named persons in St. Petersburg, on October 6, for purpose of developing facts related to and bearing upon several issues specified in order designating applications for hearing.

Pinellas Bcstg. Co., St. Petersburg, Fla.—Granted motion requesting admission of Baya M. Harrison of St. Petersburg, Fla., to bar of Commission pro hoc vice for purpose of taking depositions in proceeding re application beginning at St. Petersburg Oct. 6.

The Tribune Co., Tampa, Fla.; Pinellas Bcstg. Co., The Tampa Bay Area Telecasting Corp., St. Petersburg, Fla.—Granted petitions to amend applications—The Tribune Co. to furnish additional information re citizenship of George P. Webb; report death of two stockholders, specify new ant. site, etc. Pinellas to reflect changes in stock ownership and directors, etc. The Tampa Bay Area Telecasting Corp. to reflect changes in officers, directors, and stockholders, amend proposal to reduce height of proposed ant. and to specify studio location and exact address for trans.

By Hearing Examiner William G. Butts

Harrisburg Bcstrs. Inc., Harrisburg, Pa.—Granted petition to amend application to show new post office address; reduce requested power to 220 kw; show reduction in number of board of directors; amend sec. V-C to reflect reduction in power, and other changes set out in amendment.

Kendrick Bcstg. Co. Inc., Harrisburg, Pa.—Granted petition to amend application to show that effective Sept. 10 license of WHGB Harrisburg was assigned to Kendrick; to show that applicant has assumed operation of WHGB; to show changes in equipment and type of transmission line, reducing visual ERP approximately 0.15 dbk below value specified in original application, and other changes set out in amendment.

Rossmoyne Corp., Harrisburg, Pa.—Granted petition to amend application to include amended articles of incorporation; show certain stock transactions; include new secs. VC and VG covering changes in effective ant. heights, with resulting change in coverage of proposed television station, etc.

By Hearing Examiner J. D. Bond

WIBM Inc., Jackson, Mich.—Granted petition to amend application to show correct and current information about the proposed studio location; financial and legal qualifications of applicant, and other minor changes set out in amendment.

By Hearing Examiner Elizabeth Smith

Westinghouse Radio Stations Inc., Portland, Ore.—Granted petition insofar as it requests change in order of further hearings on consolidated proceedings involving use in Portland of television Chs. 6 and 8 heretofore fixed, and that order of such further hearings is now fixed as third for Ch. 6 and fourth for Ch. 8, specific dates to be as fixed in record of formal hearings on respective consolidated proceedings, involving such channels commenced on this date.

Northwest Television & Broadcasting Co., Portland, Ore.—By memorandum opinion and order granted petition to amend TV application to show certain changes in engineering data.

By Hearing Examiner Leo Resnick

Chief, Broadcast Bureau—Granted petition for extension of time from Oct. 3 to Oct. 6 for filing of proposed findings re applications of Paramount Pictures Inc., et al.

October 8 Applications . . .

ACCEPTED FOR FILING

License for CP

KGNO Dodge City, Kan.—License for CP, as mod., which authorized power increase, installation of new trans., change in trans. location, and installation in DA-N.

AM—1400 kc

WIHL Hammod, La.—CP to change from 730 kc to 1400 kc and change from D to unl. AMENDED to change name of applicant to Sidney S. Rosenblum.

Change Antenna Type

WJOI-FM Florence, Ala.—Mod. CP to change ant. type from GE BY-1-B 1-section to Andrew, 1320-A 2-section Multi-V; change ERP from 250 w to 140 w.

WHOO-FM Orlando, Fla.—CP to change ant. type to Andrews 1308, 8-section, Multi-V; ERP from 59 kw to 54.8 kw.

WWNY-FM Watertown, N. Y.—CP to change ant. type to Collins, Type 37M-6, 6-section and ERP from 14.4 kw to 15.4 kw.

AM—850 kc

WILD Birmingham, Ala.—Mod. CP which authorized changes in existing AM, to increase power from 5 kw-D to 10 kw-D and change type trans.

Modification of CP

WMOZ Mobile, Ala.—Mod. CP, which authorized new AM for approval of ant. trans. location at SE intersection of 3 Mile Creek and St. Stephens Rd., Mobile.

Extension of Completion Date

KXLR North Little Rock, Ark.—Mod. CP as mod., which authorized changes in existing AM, for extension of completion date.

WSLM Salem, Ind.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

KWHP Cushing, Okla.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

Change to DA-DN

KMYC Marysville, Calif.—Mod. CP, as mod., which authorized changes in existing AM, to change from DA-N to DA-DN.

Modification of CP

KCHE Cherokee, Iowa—Mod. CP, which authorized new AM, for approval of ant. and trans. location; specify studio location and change trans. type.

WSPN Saratoga Springs, N. Y.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

WAPL Appleton, Wis.—Mod. CP, which authorized new AM, for approval of ant. and trans. location and change type trans.

Change Transmitter Location

WKVM San Juan, P. R.—Mod. CP, as mod., which authorized change in existing AM, to change trans. location from San Juan to municipality of Guaynabo, P. R., and make changes in DA.

License Renewals

Following stations request renewal of license:

WPRC Lincoln, Ill.; WFLO Farmville, Va.; WNAM Neenah, Wis.; KMMO

WHO PAINTED WBTV's
562 FOOT TOWER?
J. M. HAMILTON & CO.
PAINTING • MAINTENANCE
ERECTION • SKILLED WORKMEN
YEARS OF EXPERIENCE
Box 2432 Gastonia, N. C.
1736 Columbia Rd., N. W., Wash., D. C.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE **

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE **

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
*Member AFCCE **

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
*Member AFCCE **

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE **

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
*Member AFCCE **

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE **

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE **

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
*Member AFCCE **

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE **

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N.W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE **

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
*Member AFCCE **

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
*Member AFCCE **

RAYMOND M. WILMOTTE
1469 Church Street, N.W. DEcatur 1231
Washington 5, D. C.
*Member AFCCE **

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA, San Francisco 8, Calif. *DOuglas 2-2536*
33 Elm Ave. Mill Valley, Calif. *DUnlap 8-4871*

*Member AFCCE **

Marshall, Mo.

TENDERED FOR FILING

Change Transmitter Location

KTSM-TV El Paso, Tex. — Mod. CP which authorized new TV to change trans. location from Mills Bldg., Mills and N. Oregon Sts., El Paso to 3d and S. Santa Fe Sts., El Paso. Change ERP from 64 kw vis., 32 kw aur. to 58.7 kw vis., 29.35 kw aur.

AM—1060 kc

WNOE New Orleans—CP to increase N power from 5 kw to 25 kw.

Change ERP

WICC-TV Bridgeport, Conn. — Mod. CP which authorized new TV to change ERP from 81 kw vis., 46 kw aur. to 182 kw vis., 91.1 kw aur.; change studio location from 114 State St., Bridge-

(Continued on page 111)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—***$2.00 minimum*** • Help Wanted 25¢ per word—***$2.00 minimum***
All other classifications 30¢ per word—***$4.00 minimum*** • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Representative business long established, West Coast, A-1 reputation. Will offer aggressive type man 35-50 years assist general managership at good salary for investment $25,000 to $50,000 according to ownership interest desired. Present owner has other interests and desires to delegate main responsibility. Exceptional opportunity. Replies to financially qualified only. Box 703R, BROADCASTING • TELECASTING.

Commercial manager — Major Southwestern net affiliate wants top man. Now interviewing. High income, override, car allowance. Send complete details including photo to Box 728R, BROADCASTING • TELECASTING.

Salesmen

CBS station in highly competitive Southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 410R, BROADCASTING • TELECASTING.

1,000 watt Illinois independent wants salesman. Commission, $65.00 weekly guarantee, car allowance. Personal interview required. State age, experience. Box 646R, BROADCASTING • TELECASTING.

Independent station alone in fast-growing, progressive city, seeks salesman wanting dependable job with salary and car expense. Parttime announcing desirable, not essential. Box 677R, BROADCASTING • TELECASTING.

Wanted—Radio salesman for major Southern market. Box 696R, BROADCASTING • TELECASTING.

Have opening for topnotch sales manager and an independent program director or person qualified to handle both. Must have proven sales record. Announcing desirable, no shift. Excellent salary plus commission. Only permanent men considered. Prefer family man. Station in New Mexico. Send references, qualifications, picture, etc. in first letter opening immediate. Box 698R, BROADCASTING • TELECASTING.

Independent in major metropolitan Southeastern market has opening for salesman who is not afraid of the competition. Incentive compensation assures top earnings to qualifying man who can produce. Box 734R, BROADCASTING • TELECASTING.

Experienced, married salesman will be given active, established accounts now serviced by manager. Weekly draw against commission. Car expense arrangement. Personal interview necessary. WLPO, La Salle, Ill.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Engineer-announcer, 1 kw Southeast independent, TV future. $60.00 for 40 hours, 1½ overtime. Send disc or tape, picture, employment record, etc. Box 527R, BROADCASTING • TELECASTING.

Staff announcer needed for Midsouth, network and regional affiliate. Top pay for top man plus good opportunity. Box 618R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Have immediate opening for combo. Some copy writing. Send tape and details if interested. Box 621R, BROADCASTING • TELECASTING.

Wanted—Combination announcer-engineer. Accept on announcing. Ability more important than experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details first letter. Start $65.00. Box 660R, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, fulltime job, good pay in East Texas college town. No night work. Box 661R, BROADCASTING • TELECASTING.

New Eastern Pennsylvania station needs three combination men. Must be strong on announcing. First class ticket necessary. Excellent salary for experienced men. Permanent positions. 40 hour week. Send full particulars first letter. Box 668R, BROADCASTING • TELECASTING.

Announcer—Experienced man for 5 kw clear in Southeast. First class ticket helpful. We are not a combination operation but can use maintenance announcer-engineer with accent on voice. Pleasant metropolitan city, congenial staff. TV plans, audition, background. Box 680R, BROADCASTING • TELECASTING.

Progressive kilowatt independent needs permanent combo strong on announcing. Good pay, TV plans. Wire collect. Ken Gilmore, KGBC, Galveston, Texas.

Announcer-engineer with first phone emphasis announcing. $86.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Combination announcer-engineer, first ticket with emphasis on announcing. Send details including audition. Scale $75.00 a week. KWBG, Boone, Iowa.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.

Excellent opportunity for good combo man. Emphasis on announcing, for morning shift. Contact WDNE, Elkins, West Virginia.

Announcer strong on news and DJ. Required to write and air local news programs. Send ET or tape to WMGW, Meadville, Pennsylvania.

Technical

250 watt small town Pennsylvania station needs chief engineer. $82.50 to start. Our employees know of this advertisement. Box 676R, BROADCASTING • TELECASTING.

Wanted: First phone to fill immediate opening. Sixty dollars for forty hours. Southeast MBS station. Box 710R, BROADCASTING • TELECASTING.

Chief and first phone operator positions available immediately. N. C. Pennsylvania indie daytime AM and FM. Moderate start, good potential. Box 727R, BROADCASTING • TELECASTING.

Nebraska. First class engineer wanted for chief engineer position at KCOW, Alliance, Nebraska. Job mainly technical. Some opportunity for limited amount of announcing. $300.00 per month.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Help Wanted (Cont'd)

First class engineer or announcer-engineer, immediate opening, WBHP, Huntsville, Alabama.

Transmitter engineer wanted. First phone ticket. Experience not necessary. Contact Chief Engineer, WCRO, Johnstown, Pennsylvania.

Need transmitter engineer for 5 kw station. No announcing. Contact Chief Engineer, WGAC, Augusta, Georgia.

Engineer. First phone. Salary commensurate with experience. No experience—$57.20, 48 hour work week. Contact F. E. Lackey, WHOP, Hopkinsville, Kentucky.

First class engineer with announcing ability. Eighty dollars weekly. Send full details to Lester Gould, WJNC, Jacksonville, North Carolina.

Help wanted: Combination man to act as chief engineer. Small station. Small resort town. $80.00. Forty hour week. For details, call collect telephone number 65, WKAM, Warsaw, Indiana.

Engineer — Control and transmitter. Salary, cost of living bonus. WSRS, Cleveland, Ohio.

First phone; transmitter operator, WSYB, Rutland, Vermont.

Immediate opening for first class operator. $50.00 for 40 hours. Time and half for all over 40 hours. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

Engineer with first class license capable of taking over chief's job in 250 watt network station. Write full qualifications, availability and salary requested to: Gustave Nathan, Radio Station WWCO, Waterbury, Connecticut.

Chief engineer needed immediately, some announcing, good pay. New station. Call Paul Reid, 264, Hawkinsville, Georgia.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Wanted: All - round, versatile, experienced program director for major network California station in medium size market. Ability to do play-by-play, audience participations, ad-lib and sell on and off the air. Above average requirements and remuneration. Box 600R, BROADCASTING • TELECASTING.

Program director who is capable of supervising announcing, traffic and office staff in one of our group-owned stations in Delaware and Virginia. Please reply to Box 687R, furnishing photo and complete history. Box 687R, BROADCASTING • TELECASTING.

Private secretary for general manager, 50 kw Midwest station. Give full details and background, plus salary expected. Box 702R, BROADCASTING • TELECASTING.

Copywriter needed at once 50,000 watt CBS affiliate. Must be able to furnish background of successful experience, be competent and stable. If interested send photo, experience and full details to KWKH, Shreveport, Louisiana.

Help Wanted (Cont'd)

Television

Managerial

Wanted immediately competent, energetic, good detail man with experience in television who can qualify as program and production manager for new television station in South. Box 695R, BROADCASTING • TELECASTING.

Salesmen

Time salesman for television station in Southeast. Old established outfit. TV experience desirable but not necessary. If you're a radio newspaper salesman who thinks and will work diligently, you can sell TV. Character and references must be tops to be a member of our staff. If interested please give complete history of yourself and your sales experience. Every detail is important to us. We want the man who wants to work with us and become a citizen of our fine and growing city. Excellent climate, schools, churches, cultural atmosphere, colleges. $100. weekly and commission. We want our account executives to make $6,500. and up. Send small photo. Box 678R, BROADCASTING • TELECASTING.

Experienced television salesman for new station. Box 694R, BROADCASTING • TELECASTING.

Technical

Television broadcast technician wanted immediately for construction and permanent job, experienced in wiring and trouble shooting. Send complete information to Ed Talbott, KROD-TV, El Paso, Tex.

Production-Programming, Others

Continuity writer for television station in Southeast. Established newspaper-owned station. TV experience desirable but not requisite. Must be able to plan video material as well as audio. Ability as artist helpful but not necessary. Give complete information on background and references in applying. Also furnish small photo. State salary requirements. Box 679R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Experienced executive, knows sales, merchandising, promotion. Currently manager of kilowatt independent, with station agency, network and trade paper background. Married, family, college, civic-minded. Area market trends dictate possible relocation. Serious inquiries managerial or sales level treated with complete confidence. South or Southwest preferred, especially Gulf Coast and Florida locations. Box 691R, BROADCASTING • TELECASTING.

Manager, commercial manager or salesman, don't mind pounding pavements. Experienced larger and smaller markets. Available immediately. Box 722R, BROADCASTING • TELECASTING.

General manager. Available immediately due to sale of station. Twenty years enviable record both radio and newspaper. Five and ten thousand watt. Sales, programming, employee and public relations. Finest reference. Prefer West Coast or Northwest. Personal interview will convince you. Will purchase interest. Box 732R, BROADCASTING • TELECASTING.

Announcers

Announcer or program director for radio or television station. College graduate, 29. 12 years radio, 9 months television, 6 years top-rated morning man. Operate controls. Successful time salesman, too. Draft exempt. Perfect record. Excellent references. Now announcing Southeastern 10,000 watt, CBS affiliate. Contact Box 692R, BROADCASTING • TELECASTING.

Good, versatile, staff announcer, beautiful resonant voice. Can handle any assignment. In two years have acquired what other men require up to ten years. Young, single, veteran, car, no floater. Try me . . . you'll buy me. Cloverdale 6-5653, Lou Shabott, 1935 64th Street, Brooklyn, New York.

Network newscaster—a name you know well—wants to leave New York. Looking for radio and/or television station in medium-sized town where he and his family can put their roots down. This man came from small towns and can do a job for you as executive and commentator. Box 592R, BROADCASTING • TELECASTING.

XUM

Situations Wanted (Cont'd)

Announcer. Experienced news, DJ, board operation. Presently employed New York State network affiliate. Veteran. Age 24. College graduate. Prefers Northeast. Box 685R, BROADCASTING • TELECASTING.

Staff announcer. Three years commercial experience all phases. Available immediately. Box 686R, BROADCASTING • TELECASTING.

Versatile experienced announcer, all phases, specialize DJ including hillbilly. Network voice; operate console. Draft exempt. Box 689R, BROADCASTING • TELECASTING.

Sports prestige!! Built on topnotch play-by-play of major sports. Box 690R, BROADCASTING • TELECASTING.

Announcer—Experienced all networks. College graduate. News and commercials my specialty. DJ. Available immediately. Tape on request. Box 699R, BROADCASTING • TELECASTING.

Announcer-disc jockey, newscaster. Familiar with control board operation. Light experience. Settle small community. Single, reliable. Available now. References and resume. Tape or disc on request. Box 701R, BROADCASTING • TELECASTING.

Combo — First phone. Specialize announcing, record shows. Seven years experience. Prefer North Carolina. Minimum $85.00. References. Box 704R, BROADCASTING • TELECASTING.

Sportscaster, thoroughly experienced all phases. None better. Basketball a specialty. Top news. Have first phone for relief. Box 706R, BROADCASTING • TELECASTING.

Attention major markets—Outstanding major market radio-TV personality, award winning shows. Desires change. Personality DJ, M.C., comic, highest morning DJ rating. Zany, warm, sincere, different, cue-in's, voice cuts, etc. 2½ years TV experience. Tape on request. Personal interview. Box 707R, BROADCASTING • TELECASTING.

Eight years experience sports and DJ. AA baseball, college football and basketball. Highest recommendations. Available now or right after football season. Box 711R, BROADCASTING • TELECASTING.

Announcer—17 years experience. Prefer Southwest. Available one months notice. Box 714R, BROADCASTING • TELECASTING.

Here is the ultimate in experience. All phases radio. Presently program director excellent results, money making ideas. Held chief engineer for year, also excellent results. Full announcing shift all times. Technical and operational TV education in leading technical college. Married, 26. What have you to offer? Box 716R, BROADCASTING • TELECASTING.

Sports announcer seeking permanent position. Desire change as present work in New York City doesn't include sports. Top play-by-play. Outstanding references. Box 719R, BROADCASTING • TELECASTING.

Available 60 days. Hillbilly DJ. Third place winner recent nationwide contest. No pitch . . . just friendly voice, ideas and ability that does job of getting listeners. Current Hooper, first, three different "A" times against four net outlets. Start $125.00 weekly. Prefer Texas or adjacent, but consider right offer anywhere. Want proof and data? Box 720R, BROADCASTING • TELECASTING.

Experienced announcer, permanent position. Within 250 miles of New York. Box 723R, BROADCASTING • TELECASTING.

Announcer: Strong DJ, news, commercial, special events. Two years experience plus AFRS. One year sales experience with Columbia Records. Top radio school graduate. Veteran World War II and Korean War. Desires progressive Midwest station. Available for personal interview. Box 724R, BROADCASTING • TELECASTING.

Announcer - disc jockey - sportscaster. All sports play-by-play. Mailpull proves disc jockey appeal. Married, one child. Four years experience. Presently employed, looking for spot to settle with family. Can start with two weeks notice. Disc and/or tape on request. Employer knows of this ad and my desire for change. Write Ted Work, Radio Station WBTM, Danville, Va. Phone Danville 2350.

Announcer-disc jockey, play-by-play sports. Light experience. Familiar control board operation, settle small community. Single, reliable, draft exempt. Available now, references, resume, disc or tape on request. John "Spud" Williams, 18 Edgewood Avenue, Smithtown, Long Island, New York.

Looking for colored disc jockey, announcer, efficient control board operator? I am the man you need. Call me—the man with DJ technique, possesses slight foreign accent, which makes me a new personality in radio. Can also handle the job of program director. Experience on New York stations. Single—free to travel. Call me now. Reg Dwyer 933 St. Marks Ave., Brooklyn, N. Y. Telephone PResident 8-5314.

Versatile, experienced announcer. Happily employed but interested advancement. Preferably South. W. L. Moody, 109 E. 12th, Alexandria, Minnesota.

Technical

Chief engineer to take complete charge of broadcast and television station. Consider only professional engineering position. State full particulars first letter. Box 625R, BROADCASTING • TELECASTING.

First phone, no station experience, technically trained, single, veteran, no announcing. Box 682R, BROADCASTING • TELECASTING.

Engineer—First phone. 23, single, draft exempt, technical school graduate. Box 708R, BROADCASTING • TELECASTING.

Combo man, first phone. Married. Wants a job in radio and TV with a future and living wages. 5 years experience. Southwest preferred. Box 712R, BROADCASTING • TELECASTING.

AM-FM-TV transmitters 3½ years, simultaneously. Operation, maintenance, installation, construction, proofs, directional. Junior college graduate, first phone. Prefer VHF or UHF Los Angeles vicinity. Presently employed, 27, family. Box 713R, BROADCASTING • TELECASTING.

Engineer: Experienced all phases. Veteran. 100 mile radius New York City. Car. Box 718R, BROADCASTING • TELECASTING.

Experienced studio transmitter engineer. Good voice. Veteran. Northeast. Notice! Box 721R, BROADCASTING • TELECASTING.

First class transmitter technician, wishes relocate in East. Over twenty years experience. Box 731R, BROADCASTING • TELECASTING.

Operator. Full or part-time New York. Presently employed. ME. 5-1301.

Production-Programming, Others

Program director available for station near New York City. Young, competent idea man, completely familiar with production, work well with staff. Announcer for major metropolitan outlet. Good technical background, first phone. Need greater responsibility, pay . . . about to get married. Box 643R, BROADCASTING • TELECASTING.

Program director: experience: station experience from 250 to 50,000 watt as program director, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program director of leading station and regional network. Box 650R, BROADCASTING • TELECASTING.

Program director at present with 1 kw independent. Also network experience. Family man, 33, in radio since high school. West only. Box 715R, BROADCASTING • TELECASTING.

Program-production-announce, available October 25, also public relations and merchandising. Reason for change, seeking bigger market. Box 700R, BROADCASTING • TELECASTING.

Copywriter, no announcing. Over two years experience, presently employed. Will go anywhere, but prefer metropolitan area. Available immediately. Send full details to Bud Rein, KAYL, Storm Lake, Iowa.

Television

Managerial

Highly capable TV program director possesses 10 years heavy TV experience. Ideal for managerial slot new television operation. Ready to take over on month's notice. Box 725R, BROADCASTING •. TELECASTING.

Situations Wanted (Cont'd)

17 years experience as producer director, TV, motion picture, radio, stage. Wish an executive position with television station. Box 733R, BROADCASTING • TELECASTING.

Technical

Present television chief engineer desires more favorable connection, particularly with station planning construction. Fifteen years experience all phases radio and television. Highest television qualifications. Box 729R, BROADCASTING • TELECASTING.

Production-Programming, Others

NBC-NU Television Institute graduate 1952, desires position as TV program director or producer-director. Also, graduate American Television 72-week production course. Solid radio background since 1945, last position as program director. Little theatre. Sober, unconditionally reliable, veteran, 33, family, references. Box 684R, BROADCASTING • TELECASTING.

Newsman, 15 years experience as reporter, writer, managing editor, newscaster. Good voice, appearance. Seeks TV job any capacity or radio with future possibility. Box 697R, BROADCASTING • TELECASTING.

TV assistant director, floor manager, complete knowledge sports, production background. Willing relocate. Available immediately, references. Box 705R, BROADCASTING • TELECASTING.

For Sale

Stations

Midwest station, AM-FM, 1 kw xtmr, metropolitan market. Desirable location. Monthly net $2,000. Box 549R, BROADCASTING • TELECASTING.

Midwest—250 w network affiliate. Gross $65,000. Thriving town. Must sell. Box 675R, BROADCASTING • TELECASTING.

Western and Midwestern stations. Independents, affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Used heavy duty guyed 235′ tower. Formerly supported heavy FM antenna. Suitable for some TV antennas. Dismantled. Midwest area. $1,500. cash. Write Box 551R, BROADCASTING • TELECASTING.

One complete rectangular 4 tower antenna power dividing and phasing system including antenna tuning units, meters, sampling pickup loops, and open wire transmission line accessories. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

One Ideco 3 legged self-supporting galvanized 350 foot tower. 20 pound rating, in bundles on the ground, never erected. Includes base insulators and lighting equipment. Price $4000.00. FOB San Francisco. Box 658R, BROADCASTING • TELECASTING.

360 foot new 3⅛ rigid co-ax RCA MI-19113-1 and two elbows MI 19113-2. Price $1800.00. FOB San Francisco. Box 659R, BROADCASTING • TELECASTING.

One RCA type BTP-1A walkie talkie microphone used, needs some repairs $50.00. One Collins 26C limiting amplifier used $100.00. One Bogen PA preamplifier used $30.00. One GE wire recorder as is $10.00. One Webster wire recorder used $30.00. Two RCA wire recorders used $40.00 each. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

For sale—One Westinghouse 10 kw FM transmitter complete with tubes and one (1) set of FCC spares, GE frequency and modulation monitor—transmitter in excellent condition—less than 5000 hours use, $6500.00. Box 681R, BROADCASTING • TELECASTING.

Late model 250 watt Gates transmitter. Like new $1650. Will crate for shipment. Write or wire Box 688R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Assortment of RF ammeters O-1 to 0-12 amps. used. 10 E. F. Johnson variable condensers 500 MMF. 3500 and 7000 WV. used. Assortment of RF coils used in directional antenna system. Assortment of RF switches, amphenol connectors, dead end clamps, cable clamps, strain insulators, etc. for open wire transmission lines. 20 DPDT key switches. Write for complete list and prices. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

Late model projectall complete with lens, stand and accessories. Takes 3 x 4 slides. Original cost $1,450.00. Used three months, $750.00. Write Box 709R, BROADCASTING • TELECASTING.

For sale complete basic equipment for radio station. $7,450.00 or best offer. (1) 451A-1 Western Electric 250 watt AM transmitter complete with one set of tubes and 13-40 kc crystal. (1) 731-A General Radio modulation monitor complete with tubes. (1) 1C Western Electric frequency monitor with tubes less crystal. (1) 150 foot self-supporting Truscon tower dismantled on ground. 150 feet of ⅞ Andrews semi-rigid co-ax. (1) Western Electric antenna coupling unit. (2) 62-A Presto turntables with Western Electric 109-A reproducer groups. (1) 72″ relay rack. (1) Composite for use with one studio and control room set up, with tubes. Write or wire Station WOOK, 8th and I Streets, N. W., Washington, D. C.

2500 feet new RG11U coaxial cable $140.00 M. 250 feet RG17U coaxial cable in 3 lengths $500.00 M. 500 feet stranded No. 6 rubber covered wire in short lengths $3.00 hundred feet. 1800 pounds No. 8 bare copper wire in short lengths 25¢ pound. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

PT6 Magnecorders-amplifiers, 6-N Presto 90-A amplifier. Practically new. Call or write, Colson & Company, 1122 Jackson, Dallas, Texas.

One kw AM transmitter (used less than one year) type XT-I-A. Model 4XTIAI, console with desk type BC3A GE. 3 kw FM transmitter type BT-3A also modulation and frequency monitors and monitor amplifier, jack strip and rack. 500 feet of 3⅛″ coax in good condition. Terms will be considered. North Dakota Broadcasting Company, Box 1712, Minot, North Dakota. Phone 51-161.

Wanted to Buy

Stations

Wanted to buy—Station in single station market preferably daytime out of TV coverage. Write full particulars and terms to Box 602, Dunn, North Carolina.

Equipment, etc.

Wanted—Used transmitter for standby. 250 or 1000 watt in good condition. Box 626R, BROADCASTING • TELECASTING.

Want used REL FM receiver. State condition and price. Tate, WMRC, Greenville, South Carolina.

Wanted—Locke Pivot tower insulator 25048 or Lapp of similar strength. Wire collect to XEFB, Monterrey, Mexico.

Need 5 kw transmitter in good condition not over ten years old. Also dual or single channel console in good condition, both commercial. Air mail information to W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Miscellaneous

Individual interested in investing up to $1000.00 in small AM-FM station. Give full particulars and type of agreement desired. Box 683R, BROADCASTING • TELECASTING.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

First class phone license at our resident school. Also correspondence course. Serving the industry since 1937. Write now for catalogue. Don Martin Radio & TV School, 1653 North Cherokee, Hollywood 28, Calif.

(Continued on next page)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—***$2.00 minimum*** • Help Wanted 25¢ per word—***$2.00 minimum***
All other classifications 30¢ per word—***$4.00 minimum*** • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Representative business long established, West Coast, A-1 reputation. Will offer aggressive type man 35-50 years assist general managership at good salary for investment $25,000 to $50,000 according to ownership interest desired. Present owner has other interests and desires to delegate main responsibility. Exceptional opportunity. Replies to financially qualified only. Box 703R, BROADCASTING • TELECASTING.

Commercial manager — Major Southwestern net affiliate wants top man. Now interviewing. High income, override, car allowance. Send complete details including photo to Box 728R, BROADCASTING • TELECASTING.

Salesmen

CBS station in highly competitive Southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 410R, BROADCASTING • TELECASTING.

1,000 watt Illinois independent wants salesman. Commission, $65.00 weekly guarantee, car allowance. Personal interview required. State age, experience. Box 646R, BROADCASTING • TELECASTING.

Independent station alone in fast-growing, progressive city, seeks salesman wanting dependable job with salary and car expense. Parttime announcing desirable, not essential. Box 677R, BROADCASTING • TELECASTING.

Wanted—Radio salesman for major Southern market. Box 696R, BROADCASTING • TELECASTING.

Have opening for topnotch sales manager and an independent program director or person qualified to handle both. Must have proven sales record. Announcing desirable, no shift. Excellent salary plus commission. Only permanent men considered. Prefer family man. Station in New Mexico. Send references, qualifications, picture, etc. in first letter opening immediate. Box 698R, BROADCASTING • TELECASTING.

Independent in major metropolitan Southeastern market has opening for salesman who is not afraid of the competition. Incentive compensation assures top earnings to qualifying man who can produce. Box 734R, BROADCASTING • TELECASTING.

Experienced, married salesman will be given active, established accounts now serviced by manager. Weekly draw against commission. Car expense arrangement. Personal interview necessary. WLPO, La Salle, Ill.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Engineer-announcer, 1 kw Southeast independent, TV future. $60.00 for 40 hours, 1½ overtime. Send disc or tape, picture, employment record, etc. Box 527R, BROADCASTING • TELECASTING.

Staff announcer needed for Midsouth, network and regional affiliate. Top pay for top man plus good opportunity. Box 618R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Have immediate opening for combo. Some copy writing. Send tape and details if interested. Box 621R, BROADCASTING • TELECASTING.

Wanted—Combination announcer-engineer. Accept on announcing. Ability more important than experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details first letter. Start $65.00. Box 660R, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, fulltime job, good pay in East Texas college town. No night work. Box 661R, BROADCASTING • TELECASTING.

New Eastern Pennsylvania station needs three combination men. Must be strong on announcing. First class ticket necessary. Excellent salary for experienced men. Permanent positions. 40 hour week. Send full particulars first letter. Box 668R, BROADCASTING • TELECASTING.

Announcer—Experienced man for 5 kw clear in Southeast. First class ticket helpful. We are not a combination operation but can use maintenance announcer-engineer with accent on voice. Pleasant metropolitan city, congenial staff. TV plans, audition, background. Box 680R, BROADCASTING • TELECASTING.

Progressive kilowatt independent needs permanent combo strong on announcing. Good pay, TV plans. Wire collect. Ken Gilmore, KGBC, Galveston, Texas.

Announcer-engineer with first phone emphasis announcing. $86.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Combination announcer-engineer, first ticket with emphasis on announcing. Send details including audition. Scale $75.00 a week. KWBG, Boone, Iowa.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.

Excellent opportunity for good combo man. Emphasis on announcing, for morning shift. Contact WDNE, Elkins, West Virginia.

Announcer strong on news and DJ. Required to write and air local news programs. Send ET or tape to WMGW, Meadville, Pennsylvania.

Technical

250 watt small town Pennsylvania station needs chief engineer. $82.50 to start. Our employees know of this advertisement. Box 676R, BROADCASTING • TELECASTING.

Wanted: First phone to fill immediate opening. Sixty dollars for forty hours. Southeast MBS station. Box 710R, BROADCASTING • TELECASTING.

Chief and first phone operator positions available immediately. N. C. Pennsylvania indie daytime AM and FM. Moderate start, good potential. Box 727R, BROADCASTING • TELECASTING.

Nebraska. First class engineer wanted for chief engineer position at KCOW, Alliance, Nebraska. Job mainly technical. Some opportunity for limited amount of announcing. $300.00 per month.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Help Wanted (Cont'd)

First class engineer or announcer-engineer, immediate opening, WBHP, Huntsville, Alabama.

Transmitter engineer wanted. First phone ticket. Experience not necessary. Contact Chief Engineer, WCRO, Johnstown, Pennsylvania.

Need transmitter engineer for 5 kw station. No announcing. Contact Chief Engineer, WGAC, Augusta, Georgia.

Engineer. First phone. Salary commensurate with experience. No experience—$57.20, 48 hour work week. Contact F. E. Lackey, WHOP, Hopkinsville, Kentucky.

First class engineer with announcing ability. Eighty dollars weekly. Send full details to Lester Gould, WJNC, Jacksonville, North Carolina.

Help wanted: Combination man to act as chief engineer. Small station. Small resort town. $80.00. Forty hour week. For details, call collect telephone number 65, WKAM, Warsaw, Indiana.

Engineer — Control and transmitter. Salary, cost of living bonus. WSRS, Cleveland, Ohio.

First phone; transmitter operator, WSYB, Rutland, Vermont.

Immediate opening for first class operator. $50.00 for 40 hours. Time and half for all over 40 hours. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

Engineer with first class license capable of taking over chief's job in 250 watt network station. Write full qualifications, availability and salary requested to: Gustave Nathan, Radio Station WWCO, Waterbury, Connecticut.

Chief engineer needed immediately, some announcing, good pay. New station. Call Paul Reid, 264, Hawkinsville, Georgia.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Wanted: All-round, versatile, experienced program director for major network California station in medium size market. Ability to do play-by-play, audience participations, ad-lib and sell on and off the air. Above average requirements and remuneration. Box 600R, BROADCASTING • TELECASTING.

Program director who is capable of supervising announcing, traffic and office staff in one of our group-owned stations in Delaware and Virginia. Please reply to Box 687R, furnishing photo and complete history. Box 687R, BROADCASTING • TELECASTING.

Private secretary for general manager, 50 kw Midwest station. Give full details and background, plus salary expected. Box 702R, BROADCASTING • TELECASTING.

Copywriter needed at once 50,000 watt CBS affiliate. Must be able to furnish background of successful experience, be competent and stable. If interested send photo, experience and full details to KWKH, Shreveport, Louisiana.

Help Wanted (Cont'd)

Television

Managerial

Wanted immediately competent, energetic, good detail man with experience in television who can qualify as program and production manager for new television station in South. Box 695R, BROADCASTING • TELECASTING.

Salesmen

Time salesman for television station in Southeast. Old established outfit. TV experience desirable but not necessary. If you're a radio newspaper salesman who thinks and will work diligently, you can sell TV. Character and references must be tops to be a member of our staff. If interested please give complete history of yourself and your sales experience. Every detail is important to us. We want the man who wants to work with us and become a citizen of our fine and growing city. Excellent climate, schools, churches, cultural atmosphere, colleges. $100. weekly and commission. We want our account executives to make $6,500. and up. Send small photo. Box 678R, BROADCASTING • TELECASTING.

Experienced television salesman for new station. Box 694R, BROADCASTING • TELECASTING.

Technical

Television broadcast technician wanted immediately for construction and permanent job, experienced in wiring and trouble shooting. Send complete information to Ed Talbott, KROD-TV, El Paso, Tex.

Production-Programming, Others

Continuity writer for television station in Southeast. Established newspaper-owned station. TV experience desirable but not requisite. Must be able to plan video material as well as audio. Ability as artist helpful but not necessary. Give complete information on background and references in applying. Also furnish small photo. State salary requirements. Box 679R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Experienced executive, knows sales, merchandising, promotion. Currently manager of kilowatt independent, with station agency, network and trade paper background. Married, family, college, civic-minded. Area market trends dictate possible relocation. Serious inquiries managerial or sales level treated with complete confidence. South or Southwest preferred, especially Gulf Coast and Florida locations. Box 691R, BROADCASTING • TELECASTING.

Manager, commercial manager or salesman, don't mind pounding pavements. Experienced larger and smaller markets. Available immediately. Box 722R, BROADCASTING • TELECASTING.

General manager. Available immediately due to sale of station. Twenty years enviable record both radio and newspaper. Five and ten thousand watt. Sales, programming, employee and public relations. Finest reference. Prefer West Coast or Northwest. Personal interview will convince you. Will purchase interest. Box 732R, BROADCASTING • TELECASTING.

Announcers

Announcer or program director for radio or television station. College graduate, 29. 12 years radio, 9 months television, 6 years top-rated morning man. Operate controls. Successful time salesman, too. Draft exempt. Perfect record. Excellent references. Now announcing Southeastern 10,000 watt, CBS affiliate. Contact Box 692R, BROADCASTING • TELECASTING.

Good, versatile, staff announcer, beautiful resonant voice. Can handle any assignment. In two years have acquired what other men require up to ten years. Young, single, veteran, car, no floater. Try me . . . you'll buy me. Cloverdale 6-5653, Lou Shabott, 1935 64th Street, Brooklyn, New York.

Network newscaster—a name you know well—wants to leave New York. Looking for radio and/or television station in medium-sized town where he and his family can put their roots down. This man came from small towns and can do a job for you as executive and commentator. Box 592R, BROADCASTING • TELECASTING.

XUM

Situations Wanted (Cont'd)

Announcer. Experienced news, DJ, board operation. Presently employed New York State network affiliate. Veteran. Age 24. College graduate. Prefers Northeast. Box 685R, BROADCASTING • TELECASTING.

Staff announcer. Three years commercial experience all phases. Available immediately. Box 686R, BROADCASTING • TELECASTING.

Versatile experienced announcer, all phases, specialize DJ including hillbilly. Network voice; operate console. Draft exempt. Box 689R, BROADCASTING • TELECASTING.

Sports prestige!! Built on topnotch play-by-play of major sports. Box 690R, BROADCASTING • TELECASTING.

Announcer—Experienced all networks. College graduate. News and commercials my specialty. DJ. Available immediately. Tape on request. Box 699R, BROADCASTING • TELECASTING.

Announcer-disc jockey, newscaster. Familiar with control board operation. Light experience. Settle small community. Single, reliable. Available now. References and resume. Tape or disc on request. Box 701R, BROADCASTING • TELECASTING.

Combo — First phone. Specialize announcing, record shows. Seven years experience. Prefer North Carolina. Minimum $85.00. References. Box 704R, BROADCASTING • TELECASTING.

Sportscaster, thoroughly experienced all phases. None better. Basketball a specialty. Top news. Have first phone for relief. Box 706R, BROADCASTING • TELECASTING.

Attention major markets—Outstanding major market radio-TV personality, award winning shows. Desires change. Personality DJ, M.C., comic, highest morning DJ rating. Zany, warm, sincere, different, cue-in's, voice cuts, etc. 2½ years TV experience. Tape on request. Personal interview. Box 707R, BROADCASTING • TELECASTING.

Eight years experience sports and DJ. AA baseball, college football and basketball. Highest recommendations. Available now or right after football season. Box 711R, BROADCASTING • TELECASTING.

Announcer—17 years experience. Prefer Southwest. Available one months notice. Box 714R, BROADCASTING • TELECASTING.

Here is the ultimate in experience. All phases radio. Presently program director excellent results, money making ideas. Held chief engineer for year, also excellent results. Full announcing shift all times. Technical and operational TV education in leading technical college. Married, 26. What have you to offer? Box 716R, BROADCASTING • TELECASTING.

Sports announcer seeking permanent position. Desire change as present work in New York City doesn't include sports. Top play-by-play. Outstanding references. Box 719R, BROADCASTING • TELECASTING.

Available 60 days. Hillbilly DJ. Third place winner recent nationwide contest. No pitch . . . just friendly voice, ideas and ability that does job of getting listeners. Current Hopper, first, three different "A" times against four net outlets. Start $125.00 weekly. Prefer Texas or adjacent, but consider right offer anywhere. Want proof and data? Box 720R, BROADCASTING • TELECASTING.

Experienced announcer, permanent position. Within 250 miles of New York. Box 723R, BROADCASTING • TELECASTING.

Announcer: Strong DJ, news, commercial, special events. Two years experience plus AFRS. One year sales experience with Columbia Records. Top radio school graduate. Veteran World War II and Korean War. Desires progressive Midwest station. Available for personal interview. Box 724R, BROADCASTING • TELECASTING.

Announcer - disc jockey - sportscaster. All sports play-by-play. Mailpull proves disc jockey appeal. Married, one child. Four years experience. Presently employed, looking for spot to settle with family. Can start with two weeks notice. Disc and/or tape on request. Employer knows of this ad and my desire for change. Write Ted Work, Radio Station WBTM, Danville, Va. Phone Danville 2350.

Announcer-disc jockey, play-by-play sports. Light experience. Familiar control board operation, settle small community. Single, reliable, draft exempt. Available now, references, resume, disc or tape on request. John "Spud" Williams, 18 Edgewood Avenue, Smithtown, Long Island, New York.

Situations Wanted (Cont'd)

Looking for colored disc jockey, announcer, efficient control board operator? I am the man you need. Call me—the man with DJ technique, possesses slight foreign accent, which makes me a new personality in radio. Can also handle the job of program director. Experience on New York stations. Single—free to travel. Call me now. Reg Dwyer 933 St. Marks Ave., Brooklyn, N. Y. Telephone PResident 8-5314.

Versatile, experienced announcer. Happily employed but interested advancement. Preferably South. W. L. Moody, 109 E. 12th, Alexandria, Minnesota.

Technical

Chief engineer to take complete charge of broadcast and television station. Consider only professional engineering position. State full particulars first letter. Box 625R, BROADCASTING • TELECASTING.

First phone, no station experience, technically trained, single, veteran, no announcing. Box 687R, BROADCASTING • TELECASTING.

Engineer—First phone. 23, single, draft exempt, technical school graduate. Box 708R, BROADCASTING • TELECASTING.

Combo man, first phone. Married. Wants a job in radio and TV with a future and living wages. 5 years experience. Southwest preferred. Box 712R, BROADCASTING • TELECASTING.

AM-FM-TV transmitters 3½ years, simultaneously. Operation, maintenance, installation, construction, proofs, directional. Junior college graduate, first phone. Prefer VHF or UHF Los Angeles vicinity. Presently employed, 27, family. Box 713R, BROADCASTING • TELECASTING.

Engineer: Experienced all phases. Veteran. 100 mile radius New York City. Car. Box 718R, BROADCASTING • TELECASTING.

Experienced studio transmitter engineer. Good voice. Veteran. Northeast. Notice! Box 721R, BROADCASTING • TELECASTING.

First class transmitter technician, wishes relocate in East. Over twenty years experience. Box 731R, BROADCASTING • TELECASTING.

Operator. Full or part-time New York. Presently employed. ME. 5-1301.

Production-Programming, Others

Program director available for station near New York City. Young, competent idea man, completely familiar with production, work well with staff. Announcer for major metropolitan outlet. Good technical background, first phone. Need greater responsibility, pay . . . about to get married. Box 643R, BROADCASTING • TELECASTING.

Program director: experience: station experience from 250 to 50,000 watt as program director, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program director of leading station and regional network. Box 650R, BROADCASTING • TELECASTING.

Program director at present with 1 kw independent. Also network experience. Family man, 33, in radio since high school. West only. Box 715R, BROADCASTING • TELECASTING.

Program-production-announce, available October 25, also public relations and merchandising. Reason for change, seeking bigger market. Box 700R, BROADCASTING • TELECASTING.

Copywriter, no announcing. Over two years experience, presently employed. Will go anywhere, but prefer metropolitan area. Available immediately. Send full details to Bud Rein, KAYL, Storm Lake, Iowa.

Television

Managerial

Highly capable TV program director possesses 10 years heavy TV experience. Ideal for managerial slot new television operation. Ready to take over on month's notice. Box 725R, BROADCASTING •. TELECASTING.

Situations Wanted (Cont'd)

17 years experience as producer director, TV, motion picture, radio, stage. Wish an executive position with television station. Box 733R, BROADCASTING • TELECASTING.

Technical

Present television chief engineer desires more favorable connection, particularly with station planning construction. Fifteen years experience all phases radio and television. Highest television qualifications. Box 729R, BROADCASTING • TELECASTING.

Production-Programming, Others

NBC-NU Television Institute graduate 1952, desires position as TV program director or producer-director. Also, graduate American Television 72-week production course. Solid radio background since 1945, last position as program director. Little theatre. Sober, unconditionally reliable, veteran, 33, family, references. Box 684R, BROADCASTING • TELECASTING.

Newsman, 15 years experience as reporter, writer, managing editor, newscaster. Good voice, appearance. Seeks TV job any capacity or radio with future possibility. Box 697R, BROADCASTING • TELECASTING.

TV assistant director, floor manager, complete knowledge sports, production background. Willing relocate. Available immediately, references. Box 705R, BROADCASTING • TELECASTING.

For Sale

Stations

Midwest station, AM-FM, 1 kw xtmr, metropolitan market. Desirable location. Monthly net $2,000. Box 549R, BROADCASTING • TELECASTING.

Midwest—250 w network affiliate. Gross $65,000. Thriving town. Must sell. Box 675R, BROADCASTING • TELECASTING.

Western and Midwestern stations. Independents, affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Used heavy duty guyed 235′ tower. Formerly supported heavy FM antenna. Suitable for some TV antennas. Dismantled. Midwest area. $1,500. cash. Write Box 551R, BROADCASTING • TELECASTING.

One complete rectangular 4 tower antenna power dividing and phasing system including antenna tuning units, meters, sampling pickup loops, and open wire transmission line accessories. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

One Ideco 3 legged self-supporting galvanized 350 foot tower. 20 pound rating, in bundles on the ground, never erected. Includes base insulators and lighting equipment. Price $4000.00. FOB San Francisco. Box 658R, BROADCASTING • TELECASTING.

360 foot new 3⅛ rigid co-ax RCA MI-19113-1 and two elbows MI 19113-2. Price $1800.00. FOB San Francisco. Box 659R, BROADCASTING • TELECASTING.

One RCA type BTP-1A walkie talkie microphone used, needs some repairs $50.00. One Collins 26C limiting amplifier used $100.00. One Bogen PA preamplifier used $30.00. One GE wire recorder as is $10.00. One Webster wire recorder used $30.00. Two RCA wire recorders used $40.00 each. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

For sale—One Westinghouse 10 kw FM transmitter complete with tubes and one (1) set of FCC spares, GE frequency and modulation monitor—transmitter in excellent condition—less than 5000 hours use, $6500.00. Box 681R, BROADCASTING • TELECASTING.

Late model 250 watt Gates transmitter. Like new $1650. Will crate for shipment. Write or wire Box 688R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Assortment of RF ammeters O-1 to 0-12 amps. used. 10 E. F. Johnson variable condensers 500 MMF. 3500 and 7000 WV. used. Assortment of RF coils used in directional antenna system. Assortment of RF switches, amphenol connectors, dead end clamps, cable clamps, strain insulators, etc. for open wire transmission lines. 20 DPDT key switches. Write for complete list and prices. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

Late model projectall complete with lens, stand and accessories. Takes 3 x 4 slides. Original cost $1,450.00. Used three months, $750.00. Write Box 709R, BROADCASTING • TELECASTING.

For sale complete basic equipment for radio station. $7,450.00 or best offer. (1) 451A-1 Western Electric 250 watt AM transmitter complete with one set of tubes and 13-40 kc crystal. (1) 731-A General Radio modulation monitor complete with tubes. (1) 1C Western Electric frequency monitor with tubes less crystal. (1) 150 foot self-supporting Truscon tower dismantled on ground. 150 feet of ⅞ Andrews semi-rigid co-ax. (1) Western Electric antenna coupling unit. (2) 62-A Presto turntables with Western Electric 109-A reproducer groups. (1) 72″ relay rack. (1) Composite for use with one studio and control room set up, with tubes. Write or wire Station WOOK, 8th and I Streets, N. W., Washington, D. C.

2500 feet new RG11U coaxial cable $140.00 M. 250 feet RG17U coaxial cable in 3 lengths $500.00 M. 500 feet stranded No. 6 rubber covered wire in short lengths $3.00 hundred feet. 1800 pounds No. 8 bare copper wire in short lengths 25¢ pound. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

PT6 Magnecorders-amplifiers, 6-N Presto 90-A amplifier. Practically new. Call or write, Colson & Company, 1122 Jackson, Dallas, Texas.

One kw AM transmitter (used less than one year) type XT-I-A. Model 4XTIAI, console with desk type BC3A GE. 3 kw FM transmitter type BT-3A also modulation and frequency monitors and monitor amplifier, jack strip and rack. 500 feet of 3⅛″ coax in good condition. Terms will be considered. North Dakota Broadcasting Company, Box 1712, Minot, North Dakota. Phone 51-161.

Wanted to Buy

Stations

Wanted to buy—Station in single station market preferably daytime out of TV coverage. Write full particulars and terms to Box 602, Dunn, North Carolina.

Equipment, etc.

Wanted—Used transmitter for standby. 250 or 1000 watt in good condition. Box 626R, BROADCASTING • TELECASTING.

Want used REL FM receiver. State condition and price. Tate, WMRC, Greenville, South Carolina.

Wanted—Locke Pivot tower insulator 25048 or Lapp of similar strength. Wire collect to XEFB, Monterrey, Mexico.

Need 5 kw transmitter in good condition not over ten years old. Also dual or single channel console in good condition, both commercial. Air mail information to W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Miscellaneous

Individual interested in investing up to $1000.00 in small AM-FM station. Give full particulars and type of agreement desired. Box 683R, BROADCASTING • TELECASTING.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

First class phone license at our resident school. Also correspondence course. Serving the industry since 1937. Write now for catalogue. Don Martin Radio & TV School, 1653 North Cherokee, Hollywood 28, Calif.

(Continued on next page)

Appeals Costs High To FCC

(Continued from page 70)

Litigation Division, has explained that most all of the general reallocation proceeding record must be filed with the court, but in the city-by-city portion, only the pertinent city record need be filed.

Mr. Wollenberg said a conference may be held with counsel for WWSW to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WISC, WLOA or KVOL has been held, he stated.

The FCC official said four or five staff members have been working full time since early August to compile the papers and prepare many for photostating. FCC has its own photostating unit where additional people have been handling the duplicating of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

Three copies of the record are being prepared, Mr. Wollenberg said, one for the District of Columbia court, another for the Philadelphia court and the third for FCC's own use in the cases. About one more week will be required to complete the job.

The general portion of the allocation proceeding included in the record starts with the FCC notice of July 11, 1949, the initial reallocation proposal. It also includes the allocation comments filed in August and September 1949; the revised allocation notice of Feb. 1, 1950; Third Notice of March 22, 1951; all general comments and exhibits, transcripts of hearings and pertinent city-by-city comments. The color TV portion is excluded, but comments on educational TV are included.

The record involves some 32 volumes of hearing transcripts and nearly 180 exhibits. Processers last Wednesday had identified their 15,000th page of the record, excluding the hearing transcripts, with more to come.

Photostating Expense

One estimate of the cost of photostating the record at regular commercial rates was given as "around $6,000-7,000."

After the record is filed with the courts, FCC and the contesting parties are expected to confer on sharing of the additional costs which will be necessary to have the record printed. No estimates of this further expense are available since the conferences may bring about elimination of less relevant portions before printing.

An exploratory meeting with officials of the District of Columbia appeals court has been held by representatives of the Federal Communications Bar Assn. to deal with streamlining of "rules of court" concerning such matters as filing of records and other revisions of procedure indicated by the Hobbs Act [B•T, Sept. 22].

Sec. 1036 of Chapter 19A of Title 5 of the U. S. Code, titled "Certification of record on review," as amended by the Hobbs Act, reads:

> **Within the time prescribed by, and in accordance with the requirements of, rules promulgated by the court of appeals in which the proceeding is pending, unless the proceeding has been terminated on a motion to dismiss the petition, the agency shall file in the office of the clerk the record on review, duly certified, consisting of the pleadings, evidence, and proceedings before the agency, or such portions thereof as such rules shall require to be included in such record, or such portions thereof as the petitioner and the agency, with the approval of the court of appeals, shall agree upon in writing.**

CPRN'S PITCH

Stresses Nighttime Audience

THE WEST Coast's nighttime radio audience is 67.6% greater than the daytime audience, it is stressed in a Columbia Pacific Radio Network presentation, "The Nighttime Market on the West Coast." It shows there are 1,082,470 more radio listeners at night than during the day.

Figures are based on Pacific Nielsen ratings and winter season Pulse reports from each of four Pacific Coast cities.

The presentation credits the West Coast's terrain and climate with creating new patterns in living, shopping and marketing and points up that a growing number of retail stores are open at night, with some reporting 35 to 40% of their sales coming from nighttime shoppers. Also noted:

Pacific Coast radio serves 2½ as many families as television and even in TV homes, radio has one listening family for every three tuned to video. In the three West Coast states, (California, Washington and Oregon), there are 3,961,420 radio-equipped automobiles, adding an important out-of-home audience of between 12 and 21% to the family audience.

Situations Wanted

Managerial

$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$

MEMO.—October, 1952

To: Station Owners-TV
From: Topnotch Radio-TV Executive
Subject: Your future profits

I helped put major metropolitan problem station in the black against heaviest competition past three years. Can do the same for you. 13 years broadcast management accent on Sales, Programs, Public Relations, Operations, Personnel, Federal Laws. Can carry tough multiple load. Best New York references. Rotarian and Elk. Family man. Age 39. Interested hard-hitting new operation or older one needing new fire power. Salary range $10,000-$20,000 and/or bonus over-ride. All inquiries confidential.

Box 730R
BROADCASTING . TELECASTING

$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$

Salesmen

SALESMAN AVAILABLE

From 250 watt local to 50,000 watt CBS in 36 months. Now want TV or TV potential station. Imaginative worker.

Box 717R
BROADCASTING • TELECASTING

Production-Programming, Others

DE-EMPHASIS

New owners de-emphasize sports coverage. Versatile, capable, well-known sports director seeks sports-minded AM or TV station. Ten years wide experience, five years with present station. All play-by-play, including regional and national networks. Also extensive news, special events coverage, plus sales. Excellent references.

Box 693R
BROADCASTING . TELECASTING

I HAVE AN IDEA!

I HAVE AN IDEA THAT IT'S A PROBLEM TO:

Develop a fresh saleable programming approach for your station.
Build ratings in your market.
Achieve or maintain leadership in the eyes of your community and your advertisers.
Sell your product under a new high in competition.
I have an idea that you'd be interested in a thoroughly-seasoned young program executive (with excellent background for TV) who has helped meet and successfully answered those problems.
I have an idea we can work together—profitably. If you like the idea, write:

BOX 726R
BROADCASTING . TELECASTING

For Sale

MAKING ROOM FOR TV

Used Federal 8-bay square loop FM antenna with de-icers. Power gain of nine. Also available, 1,000 feet Andrew 3 1/8 inch coax with hangers, matches antenna. In excellent condition. Available immediately F.O.B. South Bend, Indiana. Will sell separately or together. Make an offer.

W S B T, 223 West Colfax Avenue,
South Bend 26, Indiana

For Sale—(Cont'd.)

Are you trying to get on the air *quickly* with your new television construction permit.

Here's the answer to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed to resist thirty-pound wind pressure in accordance with specifications of RTMA. Can be dismantled and shipped within thirty days. Wire or write Box 663R, BROADCASTING • TELECASTING.

Wanted to Buy

Equipment, etc.

WANTED TO BUY

RCA 77D MICROPHONES, TURNTABLES, in good condition.

Fred Freeland
KLING STUDIOS, INC.
601 N. Fairbanks Ct., Chicago 11, Ill.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

CALIFORNIA

$60,000.00

Profitable independent station. Has application for increased power. Ideal living conditions in one of the nicest locations in California. Liberal financing.

ROCKY MOUNTAIN NETWORK

$85,000.00

Profitable network station in one station isolated market. Owner wants to sell due to other interests. Excellent plant and equipment. Financing can be arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

An important WLS client is looking for a woman broadcaster who has the ability to talk to the ordinary housewife on her own level. This broadcaster must be capable of producing her own show which will probably be along the homemaker type although other ideas appealing to this same class of audience will be considered.
These programs will be 15 minute daily shows over some 70 super power and regional stations.
An opportunity is offered to become an associate director of the Home Service Department of this client.
The salary will definitely be better than usual and liberal bonus arrangements will be made. Also included will be hospital benefits and retirement pension plans.
The broadcaster selected must be willing to devote her entire time and abilities to any task which will lead to the advancement and promotion of the client's products.
She must be willing to reside in a Midwestern town of approximately 10,000 population.
Submit full history and background, salary expected and photograph to Ray Betsinger, Radio Station WLS, 1230 Washington Boulevard, Chicago 7, Illinois. Do not apply in person.
This position represents a permanent placement with a rapidly growing organization whose expansion over the past 12 years has been phenomenal. It is definitely a real opportunity for someone who can meet the rather stringent requirements of the client. Ability to talk to housewives on their own level is a must.

FCC Actions

(Continued from page 107)

port to 6.9 mi. N of center of Bridgeport.

APPLICATION RETURNED

WHVF Wausau, Wis.—Mod. CP, which authorized new AM, for extension of completion date.

October 9 Decisions . . .

By COMMISSION EN BANC

AM—1070 kc

WAPI Birmingham, Ala.—Granted CP to increase D power from 5 kw to 10 kw and install new trans., operating on 1070 kc, 5 kw N, DA-N; engineering condition.

AM—910 kc

KLCN Blytheville, Ark. — Granted mod. CP to increase power from 1 to 5 kw, and change type trans., operating on 910 kc; engineering condition.

AM—1220 kc

WFAX Falls Church, Va.—Granted CP to increase power from 250 w to 500 w, and change type trans., operating D on 1220 kc; engineering conditions.

Advised of Hearing

Sumter Bcstg. Co., York, Ala.—Is being advised that application for new AM on 1430 kc 250 w-D, indicates necessity of hearing on question of use of Class IV station on regional channel.

Darrell E. Yates, Jacksonville, Tex.—Is being advised that application for new station on 1260 kc-unl. with 500 w DA-N, indicates mutual interference with station KTAE Taylor, Tex., and raises question regarding program service, and indicates necessity of hearing.

WSLS Roanoke, Va.—Is being advised that application to make changes in DA pattern indicates necessity of hearing because of interference to WAYS Charlotte, N. C.

KAFY Bakersfield, Calif.—Is being advised that application for mod. license to change from DA-DN to DA-N, indicates necessity of hearing because of interference to KSFO San Francisco, and KFMB San Diego.

Replace Expired CP

KECC Pittsburg, Calif.—Granted application for CP to replace expired permit, which authorized changes in DA-N; engineering conditions.

Advised of Hearing

WKEU Griffin, Ga.—Is being advised that application for CP to increase height of vertical radiator, indicates necessity for hearing because of co-channel interference to WMVG Milledgeville, Ga., and WBHF Cartersville, Ga.

Reinstate Expired CP

WSTP-FM Salisbury, N. C.—Granted consent to reinstatement of expired CP for FM, with expiration date of three months from date.

Change Class of FM

KSRT (FM) Beverly Hills, Calif.—Granted application to change class of FM from A to B (Ch. 230), with ERP 6.4 kw; ant. 98 ft., and make other changes; engineering conditions.

Extension of Authority

WSRK (FM) Shelbyville, Ind.—Granted extension of authority to remain silent until Jan. 1, 1953. In event reorganization results in a transfer of control, prior Commission approval must be secured before station resumes operation.

October 9 Applications . . .

ACCEPTED FOR FILING

License for CP

WIMS Michigan City, Ind.—License for CP, as mod., which authorized power increase, change in hours of operation, installation of DA-N and change in trans. location.

KGEZ Kalispell, Mont.—License for CP, as mod., which authorized change in frequency, power increase, installation of new trans. and DA-DN.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Simon House

I'M NEVER SATISFIED

On Records: **Trudy Richards—Decca; Nat "King" Cole—Capitol; DeMarco Sisters—MGM; Henri Rene—Victor.**

BMI

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD

580 FIFTH AVENUE
NEW YORK 19, N. Y.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH OCTOBER 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	131	310	177
FM Stations	622	579	73	22	5
TV Stations	111	98	80	858*	231

* Filed since April 14, of which 73 have been granted.

Docket Actions . . .

ORDERS

KWEM West Memphis, Ark.—FCC denied petition for reconsideration and grant of KWEM application for modification of license to change main studio location from West Memphis, Ark., to Memphis, Tenn. Comr. Hyde dissented. Order Oct. 7.

WTMV East St. Louis, Ill.—FCC denied petitions of WTMV to reinstate and grant its application for CP to change from 1490 kc, 250 w fulltime, to 1260 kc, 1 kw fulltime, DA-DN. WTMV may file new application within 20 days from date of order. Order Oct. 8.

KREI Farmington, Mo.—FCC granted petition for reconsideration and grant of KREI application for CP to change frequency from 1350 kc to 800 kc with 1 kw-D, and FCC granted same; conditions. Order (and grant) Oct. 7.

KOB Albuquerque, N. M. — FCC granted request for extension of special service authorization for operation on 770 kc, 50 kw-D, 25 kw-N, for six months from Oct. 1, or until 30 days after issuance of final decision on applications for regular operation on 770 kc, whichever is sooner. Comr. Webster issued dissenting opinion. Order Sept. 30.

Fremont, Ohio—FCC amended Sec. 3.606 of TV rules so as to add to Table of Television Assignments Ch. 59 (plus) to Fremont. Order Sept. 25.

Columbia Empire Telecasters Inc., Portland, Ore.—FCC denied petition for clarification or enlargement of issues in current proceeding involving its application and those of Oregon Television Inc. and Northwest Television & Bcstg. Co. for new TV stations on Ch. 12 in Portland. Order Oct. 7.

Old Hickory, Tenn.—FCC adopted order finalizing proposed rule making issued Sept. 18 amending Sec. 3.606 of rules so as to add vhf Ch. 5 in Table of Television Assignments; effective 30 days from date of publication in *Federal Register*. Order Oct. 9.

KIMP Mount Pleasant, Tex.—FCC denied petition for reconsideration and grant without hearing of KIMP application for CP to change hours of operation from daytime only to fulltime with present power of 1 kw-D, and proposed power of 500 w-N DA-N, on present frequency of 960 kc. FCC ordered hearing to commence Nov. 3 in Washington. Comr. Bartley dissented. Order Sept. 26.

San Angelo, Tex., Temple, Tex., Beaumont-Port Arthur and Corpus Christi, Tex.—FCC finalized proposed rule making of Aug. 4, changing channel assignments in Sec. 3.606, to add Ch. 3 to San Angelo, Tex., and delete Ch. 6 from San Angelo; add Ch. 6 to Temple, Tex.; change offset designation of Ch. 6 in Beaumont-Port-Arthur from plus to minus, and change offset designation of Ch. 6 in Corpus Christi from minus to plus. Order Sept. 25.

Vancouver Radio Corp., Vancouver, Wash.—FCC granted petition for clarification or enlargement of issues in current proceeding involving its application for new TV station on Ch. 21 in Vancouver, and that of Mt. Scott Telecasters Inc. for same channel in Portland, Ore. Added issue: "To determine in the light of Sec. 307(b) of the Communications Act of 1934, as amended, which, if either of these applicants would provide the more fair, efficient and equitable distribution of radio (television) service." Order Oct. 7.

MEMORANDUM OPINIONS AND ORDERS

American-Republican Inc., Waterbury, Conn.—FCC denied petition requesting waiver of Sec. 3.609 of the rules and amendment of Table of Television Assignments to assign additional uhf channel to Waterbury. Memorandum opinion and order Sept. 25.

Orange Television Bcstg. Co., Tampa, Fla.—FCC denied petition appealing Sept. 26 action of Motions Commissioner in dismissing without prejudice application of Tampa Bcstg. Co. for new TV station on Ch. 13; dismissed further petition to dismiss application of Tampa Television Co. for same channel, and designated latter application for consolidated hearing with those of Orange Television Bcstg. Co. and Tampa Times Co. for that channel at Tampa, which is scheduled for Oct. 15 in Washington. Memorandum opinion and order Oct. 9.

WTOC Savannah, Ga., and Brennan Bcstg. Co., Jacksonville, Fla. — FCC placed in the pending file, but continued on the hearing docket, the applications of WTOC to change from 1290 kc, 5 kw fulltime, DA-N, to 690 kc, 10 kw fulltime, and of Brennan Bcstg. Co. for new AM station on 690 kc, 250 w fulltime, DA-N, pending action on the ratification and entry into force of new North American Regional Broadcasting Agreement. Memorandum opinion and order Oct. 7.

Logansport Bcstg. Corp., Logansport, Ind.—FCC denied petition for reconsideration of Commission's decision in Sixth Report & Order [B•T, April 14] which assigned Ch. 10 to Terre Haute, Ind., in lieu of assigning Ch. 10 to Logansport and Owensboro, Ky., or, in the alternative, granting counterproposal of Southern Illinois U. to assign Ch. 10 to Carbondale, Ill., and Logansport, Ind. Comr. Hennock issued dissenting opinion. Memorandum opinion and order Oct. 9.

Telegraph Herald, Dubuque, Iowa—FCC denied petition for reconsideration of Commission decision in Sixth Report & Order [B•T, April 14] which denied Telegraph Herald's counterproposal to assign vhf Chs. 5 and 11 with limited power to Dubuque at separations less than the minimum. Comr. Bartley concurred. Memorandum opinion and order Sept. 25.

Alexandria, La.—FCC states that applications for TV stations on Ch. 5 will now be processed. Memorandum opinion and order Sept. 25.

WBRN Big Rapids, Mich.—FCC dismissed petition filed by Nathan Williams, Oshkosh, Wis., directed against

(Continued on page 112)

THE STARS ARE BACK ON CBS

There's a Spot for YOU in CBS-El Paso's ALL STAR LINE-UP

Benny, Crosby, Lux Radio Theater and a host of the brightest stars are back on KROD. Your advertising will be in the best of company here, will sell more because more people will hear it. Call your nearest Taylor office today.

COVERAGE
greater than any other station in El Paso, regardless of power

KROD
600 KC 5,000 WATTS

Represented nationally by O. L. Taylor Co.

KROD-TV Channel 4
Now Under Construction

FCC Roundup

(Continued from page 111)

Commission's action of Sept. 3, which granted without a hearing the application of Paul A. Brandt for new AM station on 1460 kc, 500 w-D (WBRN). Memorandum opinion and order Oct. 9.

Lamar Life Insurance Co., Jackson, Miss.—FCC granted petition for revision of Zone III of the TV rule, to add Ch. 3 (plus) to Jackson. Offset operation of Ch. 3 at **Pensacola, Fla.,** is changed from plus to minus. Memorandum opinion and order Sept. 25.

KOB Albuquerque, N. M.—FCC granted petition of KOB to amend its applications for modification of CP and for regular license for 770 kc, 50 kw fulltime, so as to show transfer of 100% of control of station from T. M. Pepperday to Time Inc. and Wayne Coy; removed proceedings from pending file for consideration and adoption of proposed decision, and denied petition of WJZ New York for dismissal of those applications. Memorandum opinion and order Sept. 30.

WFMJ-TV Youngstown, Ohio—FCC denied petition for waiver of TV temporary processing procedure to allow WFMJ-TV to file application for modification of CP to change from Ch. 73 to Ch. 21. FCC also denied supplemental petition challenging legality of rule and dismissed application which had been tendered for filing. Memorandum opinion and order Sept. 19.

Valley Television Co., Youngstown, Ohio—FCC denied petition for reconsideration of Sept. 19 grant, without hearing, to Polan Industries for new TV station on Ch. 21 in Youngstown. Comrs. Walker and Bartley issued separate views. Memorandum opinion and order Oct. 9.

Westinghouse Radio Stations Inc., Portland Television Inc., North Pacific Television Inc., Vancouver Radio Corp. and Mount **Hood Radio & Television Bcstg. Corp.**—FCC denied petitions requesting enlargement of issues in current proceeding involving applications for new TV stations in Portland, Ore., area, and oral argument on same. Comr. Hennock issued dissenting opinion. Memorandum opinion and order Oct. 7.

Wisconsin Bcstg. System, Milwaukee, Wis.—FCC denied petition requesting reconsideration and amendment of temporary processing procedure for TV applications to give special priority to cities in which hearings have been commenced prior to the imposition of the "freeze" in September, 1948. Memorandum opinion and order Oct. 9.

ACTIONS

Mobile, Ala.—FCC finalized proposal of Aug. 4 to add Ch. 10 to Lafayette, La., by amending table of TV assignments to allocate to Mobile Chs. 5, 10, *42 and 48. Action Sept. 25.

Baton Rouge, La.—FCC finalized proposal of Aug. 4 to add Ch. 10 to Lafayette, La., by amending table of TV assignments to allocate Baton Rouge Chs. 2, 28, *34 and 40. Action Sept. 25.

Lafayette, La.—FCC finalized proposal of Aug. 4 to add Ch. 10 to Lafayette by amending table of assignments to allocate to Lafayette Chs. 10, 38 and 67. Action Sept. 25.

New Orleans, La.—FCC finalized proposal of Aug. 4 to add Ch. 10 to Lafayette, La., by amending table of TV assignments to allocate to New Orleans Chs. 4, 6, *8, 20, 26, 32 and 61. Action Sept. 25.

WKOW Madison, Wis.—FCC denied petition for reconsideration of Commission's action of Nov. 7, 1951, in designating WKOW for hearing its application for license renewal [B•T, Nov. 12, May 21, 1951]. Comrs. Webster and Bartley dissented. Action Sept. 26.

TEMPORARY AUTHORITY GRANTED

To Test Radio Microphone

KNBH (TV) Hollywood, Calif.—FCC granted NBC special temporary authority for period of 30 days to test radio-type microphone in KNBH (TV) studios. Microphone would operate in frequency band of 49.48 mc to 49.52 mc for purpose of determining usefulness of such a device in production of TV programs. Authorization not of continuing nature and will not be renewed. Authorization subject to interference condition. Granted Oct. 9.

INITIAL DECISION

WELS Kinston, N. C.—Farmers Bcstg. Service Inc. Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of WELS for license renewal. Hearing, held to determine whether there had been illegal transfer of control of station, brought out that "actual control of Farmers Broadcasting Service Inc. . . . has been exercised by the persons entrusted by the Commission with such power and responsibility and that there has been no unlawful transfer of control . . ." However, examiner pointed out that there had been ". . . errors made by laymen attempting to operate as a corporate entity without benefit of advice of counsel or anyone knowing the legal requirements of corporate organization and procedure.

"The errors committed by those interested in Station WELS were errors of law and of judgment, errors which placed the station in a relatively poor position in the competitive proceeding in which they sought to improve the facilities of their station and errors which were responsible for the institution of these proceedings.

"We find that the errors committed by the parties grew out of a sincere desire to enable the residents of Kinston to aid and assist Station WELS to render a better service to Kinston and the area contiguous thereto, that there was no desire or intent to deceive and mislead the Commission, that the errors committed do not reflect adversely upon the character and integrity of the parties and that the individuals to whom we have entrusted the power and responsibility of constructing and operating Station WELS, as well as those who have shared this power and responsibility, have made an honest and sincere effort to comply with what they believed to be the meaning and intent of the Law, the Rules and Regulations of this Commission, to operate Station WELS in the public interest. . . ." Initial decision Oct. 9.

CALL LETTER ASSIGNMENTS

AM STATIONS: WANA Anniston, Ala. (Anniston Radio Co., 1490 kc, 250 w fulltime); **WCRL Oneonta, Ala.** (Pat M. Courington, 1570 kc, 250 w-D); **WAMI Opp, Ala.** (The Opp Bcstg. Co., 860 kc, 1 kw-D); **WPID Piedmont, Ala.** (Piedmont Radio Station, 1280 kc, 1 kw-D); **WTRL Bradenton, Fla.** (Trail Bcstg. Corp., previously assigned WDHL); **WJAZ Albany, Ga.** (The Southeastern Bcstg. System, 1050 kc, 250 w-D); **WCEH Hawkinsville, Ga.** (Tri-County Bcstg. Co., 610 kc, 500 w-D); **WIMO Winder, Ga.** (Winder-Monroe Bcstg. Co., 1300 kc, 1 kw-D); **KJRL Pocatello, Idaho** (Radio & Television Bcstg. Co. of Idaho, previously assigned KEYY); **KFMA Davenport, Iowa** (KFMA Bcstg. Co., 1580 kc, 250 w-D); **KLIL Estherville, Iowa** (Estherville Bcstg. Corp., 1340 kc, 100 w fulltime); **KSYL Alexandria, La.** (KSYL Inc., previously assigned KVOB); **WRKD Rockland, Me.** (KNOX Bcstg. Co., 1450 kc, 250 w fulltime); **WBMS Boston** (WBMS Inc., previously assigned WHEE); **WMAW Menominee, Mich.** (Green Bay Bcstg. Co., 1340 kc, 100 w fulltime); **WDOB Canton, Miss.** (Madison County Bcstg. Co., 1370 kc, 500 w-D); **WHLZ Hazelhurst, Miss.** (Southwestern Bcstg. Co. of Mississippi, 1220 kc, 250 w-D); **WEDA Edenton, N. C.** (Tar Heel Bcstrs., 860 kc, 1 kw-D); **WOOW New Bern, N. C.** (Craven Bcstg. Co., 1490 kc, 250 w fulltime); **WFOB Fostoria, Ohio** (Seneca Radio Corp., 1430 kc, 1 kw fulltime); **KBWL Blackwell, Okla.** (Star Bcstg. Co., 1580 kc, 250 w-D); **WLSH Lansford, Pa.** (Miners Bcstg. Service Inc., 1410 kc, 1 kw-D); **WPEL Montrose, Pa.** (Montrose Bcstg. Corp., 1250 kc, 1 kw-D); **WNRI Woonsocket, R. I.** (Friendly Bcstg. Co., 1380 kc, 1 kw-D); **WCRE Cheraw, S. C.** (Chesterfield Bcstrs., 1420 kc, 500 w-D); **KGKO Dallas, Tex.** (Lakewood Bcstg. Co., previously assigned KLWO); **KEYY Provo, Utah** (Mid-Utah Bcstg. Co., previously assigned KNEU; new call not effective until Oct. 15 instead of Sept. 22 [FCC ROUNDUP, CALL ASSIGNMENTS, B•T, Sept. 22]); **KSEN Richfield, Utah** (Scenic Bcstg. Co., 900 kc, 1 kw-D; previously assigned KRHF); **WEVA Emporia, Va.** (Stone Bcstg. Corp., 1400 kc, 250 w fulltime); **KTRW Tacoma, Wash.** (Tribune Pub. Co., 1400 kc, 250 w fulltime); **WCAN Milwaukee** (Midwest Bcstg. Co., previously assigned WMAW), and **WMIA Caguas, P. R.** (Inter-American Radio Corp., previously assigned WRIA).

FM STATIONS: WWWB-FM Jasper, Ala. (Bankhead Bcstg. Co., 102.5 mc, Ch. 273, ERP 17.5 kw); **KFWB-FM Los Angeles** (Union Bcstg. Corp., previously assigned KFMV [FM]); **WIVY-FM Jacksonville, Fla.** (WIVY Inc., 93.7 mc., Ch. 229, ERP 2.45 kw); **KSTE (FM) Emporia, Kan.** (Kansas State Teachers College of Emporia, 88.7 mc, Ch. 105, ERP 350 w); **KMLB-FM Monroe, La.** (Liner's Bcstg. Station Inc., previously assigned KMFM [FM]); **KTBS-FM Shreveport, La.** (KTBS Inc., 96.5 mc, Ch. 243, ERP 14 kw); **WFUM (FM) Flint, Mich.** (The Regents of the U. of Michigan, 89.7 mc, Ch. 209, ERP 400 w); **WEBC-FM Duluth, Minn.** (Head of the Lakes Bcstg. Co., 92.3 mc, Ch. 222, ERP 64 kw); **WAPF-FM McComb, Miss.** (The Southwestern Bcstg. Co. of Mississippi, 100.1 mc, Ch. 261, ERP 270 w); **WMOU-FM Berlin, N. H.** (White Mountains Bcstg. Co., 103.7 mc, Ch. 279, ERP 10 kw); **WKOP-FM Binghamton, N. Y.** (Binghamton Bcstrs. Inc., 95.3 mc, Ch. 237, ERP 420 w); **WNOS (FM) High Point, N. C.** (The North State Bcstg. Co., 100.3 mc, Ch. 262, ERP 3.2 kw); **WVAM-FM Altoona, Pa.** (The General Bcstg. Corp., 100.1 mc, Ch. 261, ERP 140 w); **WALD-FM Walterboro, S. C.** (Walterboro Bcstg. Co., 106.3 mc, Ch. 292, ERP 590 w); **KVSC (FM) Logan, Utah** (Utah State Agricultural College, 88.1 mc, Ch. 201, ERP 10 w), and **WFOW (FM) Madison Wis.** (Earl W. Fessler, previously assigned WMFM [FM]).

(List of TV station call assignments appears on page 72.)

Non-Dockets Actions . . .

AM GRANTS

Hot Springs, Ark.—Resort Bcstg. Co. Granted 590 kc, 1 kw-D, antenna 310 ft.; engineering condition. Estimated construction cost $16,474, first year operating cost $35,000, revenue $60,000. Principals include **Ishmael Alexander Cain** (1/5), owner of Cain Drug Store, Hot Springs; **Ovid Luer Bayless** (1/5), minister at Second Baptist Church, Hot Springs; **H. E. Williams** (1/10), president of Southern Baptist College, Walnut Ridge, Ark.; **Earl Hodges** (1/10), chief engineer for KRLW Walnut Ridge, and four others, each with less than 1/10 interest. Filed Sept. 15, 1951; granted Oct. 9, 1952.

Milford, Del.—The Kent-Sussex Bcstg. Co. Granted 1280 kc, 500 w-D, antenna 220 ft. Estimated construction cost $21,550, first year operating cost $43,000, revenue $48,000. Principals include **H. M. Griffith Jr.** (50%), account executive for WTOP Washington, and **C. V. Lundstedt** (50%), electronic physicist at Picatinny Arsenal, Dover, N. J. Filed Oct. 10, 1951; granted Oct. 9, 1952.

Wallace, N. C.—Duplin Bcstg. Co. Granted 1400 kc, 250 w fulltime, antenna 150 ft.; engineering conditions. Estimated construction cost $15,500, first year operating cost $45,000, revenue $55,000. Principals include President **Harry Kramer** (1/3), 50% owner of Kramer's Department Store, Wallace; Vice President **Sam Leder** (1/3), 17½% owner of Leder Bros Inc. (general mercantile business), Whiteville, N. C., and Secretary-Treasurer **Isaac Kadis** (1/3), 50% owner of Kadis Inc. (general mercantile business), Goldsboro, N. C. Filed May 1, 1951; granted Oct. 9, 1952.

FM GRANTS

KSCU (FM) Santa Clara, Calif.—The U. of Santa Clara. Granted 90.5 mc (Ch. 213), ERP 530 w; antenna height above average terrain minus 65 ft., above ground 108 ft. Estimated construction cost $1,450. **Rev. Herman J. Hauck, S. J.,** is president of applicant. Filed Aug. 18; granted Sept. 16.

WFBE (FM) Flint, Mich.—Flint Board of Education. Granted Ch. 205, ERP 1.3 kw; antenna height above average terrain 130 ft. Equipment from WJJW (FM) Wyandotte, Mich. Filed July 2; granted Sept. 16.

TRANSFER GRANTS

KNOG Nogales, Ariz.—Granted assignment of license from Border Bcstg. Co. to **Old Pueblo Bcstg. Co.** for $20,000. Principals in assignee are radio-TV-motion picture star **Gene Autry** (48%), 85% owner of KOOL Phoenix; **Tom Chaucey** (20%), 5% owner of KOOL; **Charles H. Garland** (10%), 5% owner of KOOL, and **Robert C. Garland** (10%), son of Charles H. Garland. Old Pueblo Bcstg. Co. is licensee of KOPO Tucson. Granted Oct. 9.

KFRE and KRFM (FM) Fresno, Calif.—Granted transfer of control from J. E. Rodman to **Paul R. Bartlett** for $360,000 for 60% interest. Mr. Bartlett already owned 24% of KFRE and KRFM and is general manager of stations. Granted Oct. 9.

WDEC Americus, Ga.—Granted transfer of control from the Americus Bcstg. Co. to **Charles C. Smith** (5%), **J. Frank Myers** (5%) and **W. G. Pearlman** (90%) for $28,000. Mr. Smith is manager of WDEC, Mr. Myers is Americus attorney and Mr. Pearlman is 98% owner of W. G. Pearlman Dept. Store. Granted Oct. 2.

WAAB Worcester, Mass.—Granted transfer of control from Bruff W. Olin Jr. to **Wilson Enterprises Inc.** for $50,000 for 100% interest. Principals in assignee include President and Treasurer **George F. Wilson** (80%), Vice President **Jacqueline I. Wilson** and Secretary **Kathleen Iris Wilson** (20%). Wilson Enterprises is applicant for new

THE LATEST
WCKY
STORY

SELL YOUR PRODUCT
IN CINCINNATI ON
WCKY,
The "SELLINGEST" Station in the nation

Buy WCKY and SELL your product
in Cincinnati, with
50,000 Watts of Selling Power

WCKY
CINCINNATI

KLIX IS KLICKIN'

TV station in Worcester [see TV APPLICATIONS, B•T, Sept. 15]. Granted Oct. 9.

WHKK Akron, Ohio — Granted assignment of CP and license from United Bcstg. Co. to **The WHKK Bcstg. Co.** for consideration to be amount equal to book value which was $62,756.27 on June 30, 1952. Principals in assignee include President **Philip R. Herbert** (50%), sales manager for the Upco Co. (paint mfrs.) and sales manager for WHKK from 1945 to 1948, and Secretary - Treasurer **Jackson B. Maurer** (50%), sales manager for WHKK and sales manager for WHK Cleveland from 1944 to 1952 (salesman there from 1935 to 1944). [See story, B•T, Sept. 1.] Granted Oct. 2.

WATG-AM-FM Ashland, Ohio — Granted assignment of license to **Mahoning Valley Bcstg. Corp.** from The Ashland Printing & Bcstg. Co. for $57,500. Principals in assignee include President **John Cherpack Jr.** (31.9%), Vice President **Gene Trace** (31.9%), Secretary-Treasurer **Anthony N. Ross** (31.9%) and Assistant Secretary **Theodore T. Macejko** (4.3%), and other minority stockholders. Assignee is licensee of WBBW Youngstown; each stockholder will hold same percentage of interest in both stations. Granted Oct. 9.

KATL Houston, Tex.—Granted acquisition of control by **W. H. Talbot** from E. A. Stephens for $50,000 for 45% interest, plus the cancellation of any indebtedness of Mr. Stevens to Texas Bcstrs. Inc., licensee of KATL. Mr. Talbot already has 45% interest in station; **K. H. Robinson** retains his 10% interest. Granted Oct. 9.

KWFT-AM-FM Wichita Falls, Tex.—Granted transfer of control from E. H. Rowley, (1,875 sh.), John H. Rowley (3,750 sh.) and Agnes D. Rowley (1,875 sh.) to **Kenyon Brown** for $13,500 for 30% interest. Mr. Brown, who already had 5,500 sh., now has 12,500 sh., or 50% interest. Granted Oct. 9.

New Applications . . .

AM APPLICATIONS

Charleston, Mo. — South Missouri Bcstg. Co., 1560 kc, 250 w-D; antenna 185 ft. Estimated construction cost $3,580, first year operating cost $3,600, first year revenue $36,000. (Some equipment already on hand; cost of operation is that in addition to operating cost of KCHR [FM], and revenue is in addition to present revenue of KCHR [FM]). Principals include **Kermit Baker** (50%) and **Charles W. Hobbs** (50%), each also 50% owner of KCHR (FM) Charleston, Mo. Filed Oct. 9.

Richard G. Christman

RICHARD G. CHRISTMAN, 35, a performer known as "Mr. Doubletalk" on the *Candid Microphone* and *Candid Camera* shows, died Monday in St. Vincent's Hospital, New York, after a heart attack.

'Tis a beautiful, colorful fall in Western Montana
No frost yet on the pumpkin
But the fodders in the shock —or in the granary
With the money in the bank.
Yes Sir! There's Prosperity in Western Montana

The Art Mosby Stations

CBS KGVO · KANA
Missoula 5 kw Day & Nite
Anaconda Butte 250 Watts

MONTANA
THE TREASURE STATE OF THE 48
•
Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

AUGUST-SEPTEMBER BOXSCORE

STATUS of broadcast station authorization at the FCC:

	—As of August 31—			—As of September 31—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,470	643	143	2,483	642	162
Total on the air	2,358	622	109	2,364	624	111
Licensed (all on air)	2,340	579	96	2,344	577	97
Construction permits	130	64	47	139	65	65
Total applications pending	1,067	163	978	1,046	192	965
Total applications in hearing	199	8	72	177	5	62
Requests for new stations	291	12	855	276	10	855
Requests to change existing facilities	204	29	61	205	23	65
Deletion of licensed stations	1	5	0	1	3	0
Deletion of construction permits	0	0	0	0	1	0

AWRT PLANS

Convention for Atlanta

NATIONAL convention planning session and the first fall business meeting of New York chapter, American Women in Radio & Television [B•T, Oct. 6], were held in New York during the first week in October.

Plans for the 1953 convention, to be held at Atlanta-Biltmore Hotel, Atlanta, April 30-May 3, were approved over last weekend at a meeting of national board of directors and national and state committee chairmen. Present convention agenda calls for "full program of workshops, forums and speeches," with speakers and their subject to be announced at a later date.

RED PROBE

Writer in Custody

A RADIO writer was taken into custody last Wednesday by the Dept. of Immigration in what appeared to be the first step toward deporting Canadian-born Reuben Ship of Hollywood.

Mr. Ship last year refused to answer whether or not he is or was a Communist Party member when questioned by the House Un-American Activities Committee. Deportation would be under the National Security (McCarran) Act. After his arrest, he was released on $5,000 bail pending a hearing. He was a writer on the *Life of Riley* radio series for several years and now claims he is "blacklisted" in the industry.

National Shoes Suit

TRIAL of $1 million damage suit filed by National Shoes Inc., Bronx, N. Y., against F & M Schaefer Brewing Co., Brooklyn, and its agency, BBDO, is scheduled to begin tomorrow (Tuesday) in Bronx County Supreme Court. National Shoes is suing over the use of the "Ring the Bell" advertising theme by Schaefer [B•T, Sept. 22].

Hamilton Harvey

HAMILTON ST. JOHN HARVEY, 74, a vice president of Albert Frank - Guenther Law Inc., New York, died Tuesday at his home in Bloomfield, N. J. His wife survives.

MEREDITH DATA

6.1% Radio-TV Revenue

RADIO and TV revenues received by Meredith Pub. Co. for the fiscal year ended June 30, 1952, accounted for $2,057,460, or 6.1% of the company's overall volume of $33,587,255 for that period, according to its annual report.

President Fred Bohen said revenues from broadcast interests have become a significant new factor in Meredith income. The previous fiscal year's revenue from broadcast interests was $523,992. Figures include income from WHEN (TV) Syracuse for both years, but for WOW-AM-TV Omaha only from the time it was acquired Sept. 29, 1951.

Total Meredith revenue for the fiscal year ended June 30, 1951, was $29,277,838. Total net income for the year ended last June 30 was $2,938,616 (after $4,478,333 taxes and other deductions), compared to $2,934,841 the previous year ($3,645,855 taxes, etc.). Net remained at $4.55 a common share.

Although total revenue rose 14.7% from 1951, difference in net income for 1952 over 1951 was less than $4,000. Overall costs and expenses rose 15.3%, President Bohen said, while 60% of earnings were taken in income taxes.

Meredith, which publishes *Better Homes & Gardens* and *Successful Farming*, listed revenue from other sources for the 1952 and 1951 fiscal years, respectively, as: Magazine advertising, $21,855,114 and $20,631,205; subscriptions and newsstand, $6,297,485 and $5,628,739; books and booklets, $2,987,548, $2,012,137; and miscellaneous.

WEMP's Coffee Club

(Continued from page 26)

Twin Lakes, which has a population of 900 people, public interest ran so high that some 500 people attended the celebration. The next morning, WBEV Beaver Dam, Wis., which covers the Twin Lakes area, rebroadcast the program from a tape recording as a public service.

Appearances in Milwaukee county stores average two per week. They are always from 7 to 9 p.m. and take the form of a quiz program. Food products are awarded contestants.

IGA sales success and expansion, which began with the use of the *Coffee Club* has been so great that the independents now rank second in sales volume among retail grocery groups in Wisconsin.

Station executives report that when the program was initiated in 1949 the morning share of audience was 8.4. The April-May 1952 Hooper rating gave the station 20.7, an increase of 146%.

Although the IGA sponsorship is the principal reason for the *Coffee Club's* success, there are many other products on the show. Currently in the enviable position of being "sold out" with a long "waiting list," the show's sponsors include City Loan Co. and Household Finance Corp., which have purchased 15-minute segments since the show's inception; Bayer Aspirin, a participant for two years and Ray Haasch, local record and appliance dealer, who is currently scheduling two 10-minute segments.

Others include: Robert Hall, Wisco 99 Gasoline, Squirt, Sunkist Orange Juice, National Biscuit Co., Ruby Chevrolet, Ivory Snow, G. E. Lamps, Robert A. Johnston cookies, Silver Star Blades, Standard Oil, Griffin shoe polish, Edwards Motors, Anahist, Musterole, Ripon Good Cookies, Holsum Food Products, Pat Ryan Ford, Walter Baker Candy Co., Brach's Candies, Heet, Wauwatosa Realty Co., Schulze-Burch Biscuit Co., Oxydol, Flavor-kist Cookies, Milwaukee Cheese Co., Luick Dairy Co. and others.

It's a WHIZ for Sales!

SUCCESS STORY = 1

Account: Lumber Company
Merchandise: Storm doors
Advertising: 5 radio announcements
Merchandise Sold: 50 storm doors
Advertising Cost: $22.23
Merchandise Sales: $800.00
Advertising Cost ratio: 2.7%

WHIZ · Zanesville
NBC in Southeastern Ohio

at deadline

PETITION TO SET ASIDE REBROADCAST RULE

PETITION to vacate and set aside FCC's new rule requiring station to report in 10 days to FCC why it refused requests to rebroadcast its programs was filed with Commission Friday by Haley & Doty, Washington radio law firm, in behalf of several radio and TV stations. Petition charges new rule violates Sec. 325 of Communications Act. Effective date of rule, adopted in May [B•T, May 19], has been extended to Oct. 31 upon request of NARTB, NBC and others.

Sec. 325 precludes rebroadcasting without "express authority" of originating station, petition asserted, but new FCC rule "takes what was obviously intended to be protection for licensees and completely changes its substance." New rule makes station guilty until proven innocent, petition charged, pointing out Sec. 325 "is a recognition of a right in a licensee to that which is transmitted by it over the air. It cannot be contended . . . that no right exists." Practical burden upon stations in administration of rule also was cited.

BARTON TO NARTB

JACK BARTON, for five years with Capitol Records in Hollywood, joins NARTB Oct. 15 as field representative of the Station Relations Dept., reporting to William T. Stubblefield, station relations director. He began his radio career as announcer at WFRP Savannah, Ga., in 1941, later becoming program director of WTOC Savannah. After serving as news and special events director of WPDQ Jacksonville, Fla., he joined Air Force. Prior to his service at Capitol Records he was at WTJH East Point, Ga. Mr. Barton will work out of NARTB Washington office with William K. Treynor headquartering in San Francisco as West Coast representative.

OVERLAP MADE ISSUE

OVERLAP between Harrisburg, Pa., TV applicant WHGB and WFIL-TV Philadelphia was made issue in uhf Channel 27 hearing, scheduled to start Oct. 15, FCC ordered Friday. WHGB is half-owned by Triangle Publications, licensee of WFIL-TV and cities are 94 air miles apart. Action was taken by FCC on petition of Rossmoyne Corp., other applicant in Harrisburg, which claimed that substantial Grade B overlap would occur between proposed WHGB station and WFIL-TV.

ABC STATEMENT

ESTIMATED loss of $659,000 for nine months ended Sept. 30, compared to net income of $77,000 (after federal income taxes) for comparable period of 1951, was reported by ABC and subsidiaries in earnings released Saturday. Loss for first nine months of this year is after reduction of $336,000 for recovery of federal income taxes under carry-back provisions of internal revenue code.

WHTN ASKS DISMISSAL

CHARGING overlap with Polan Industries TV outlet at Ashland, Ky., WHTN Huntington, W. Va., petitioned FCC Friday to dismiss TV bid of WPLH Huntington. Latter is owned 20% by E. G. Polan. WHTN, WPLH both seek vhf Ch. 13.

21 YEARS AGO

TWENTY-ONE years ago—specifically Oct. 15, 1931—Vol. 1 No. 1 of BROADCASTING made its bow, "firm in its belief in the American system of radio."

The editorial columns carried this statement:

"Frankly, the editors of BROADCASTING in this issue and in the columns of succeeding issues intend to play nobody's 'game' but that of the broadcasting industry as a whole. This periodical has not been conceived as the spokesmen for any one network, any one station or any particular group."

The lead article in this first issue presented a statement by Maj. Gen. Charles McK. Saltzman, Chairman of the Federal Radio Commission, calling U. S. broadcasting the best in the world and urging improvement of programs to keep pace with technical advances.

Philip G. Loucks, then managing director of the NAB, forecast a record attendance at NAB's approaching ninth annual convention at Detroit, with President Herbert Hoover addressing the convention by remote control.

Among headlines were these:

Columbia Scouts Independents' Fears of Replacement by system of Boosters

Hedges to Remain in Charge of WMAQ

New WCAU Studios to Cost $350,000

Nine Stations Given Maximum Power (50 kw)

Danger Signals Ahead of the Broadcasters, an article by Henry Adams Bellows, CBS vice president

Power of ICC to Rule on Rates for Broadcasting to Be Tested!

Census Shows Radio's Hold on Country

A lot of electrons have poured out of radio and TV transmitters since BROADCASTING published its first issue. The industry's spectacular growth has been carefully recorded in the 21 ensuing years.

This dedicatory pledge in Vol. No. 1 still stands, "To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated."

BARTLEY WARNS EDUCATORS

FCC Comr. Robert T. Bartley last Friday sounded note of warning to educators in talk before Annual Study Conference of Alabama Assn. of Broadcasters, U. of Alabama campus, Tuscaloosa. "I must say frankly that unless the next several months reveal substantially greater activity on the part of the educators in acquiring and using the channels now set aside, there will be slight basis for justifying all of the 242 channels now reserved for education," said Comr. Bartley. He advised educators "to wake up to these new opportunities in television, and wake up promptly. . . ."

PEOPLE...

EDWARD M. KEATH, radio and TV director and columnist of St. Louis *Globe-Democrat* for past three years, joining WTTV (TV) Bloomington, Ind., as director of news and special events. He formerly was newswriter with NBC in Chicago and in 1949 was program director of *Reviewing Stand*, Mutual forum.

RALPH T. WINQUIST, Bridgeport, Conn., engineer, named chief engineer of WICC that city.

WILLIAM G. SIEBERT, secretary-treasurer of WJR Detroit and serving 24th year at station, celebrates 25th wedding anniversary Oct. 15.

JULIAN PACE, Kenyon & Eckhardt, N. Y., to Benton & Bowles, same city, in TV copy department.

Radio Best Buy

(Continued from page 5)

someday may be "the greatest of them all," but said it will not replace any medium.

Broadcasters haven't had to sweat for sales, he recalled, advising them to sell by factual presentations "made available to salesmen by able station and network managements."

Most concern over radio centers on night periods, he said, with daytime radio "doing just fine and indications are it will do even better."

"Our timebuyers tell me that recently orders for spot time have increased an impressive amount," he said. "Looking it squarely in the eye, nighttime radio is not delivering anywhere near the audiences it should in metropolitan centers where there are TV stations. A more accurate measurement of radio listening will undoubtedly raise the total audience figures but TV audiences, without question, will continue to be considerably greater than radio."

Referring to cost of TV, he said they are "of tremendous concern" and program-station lineup involves "a couple of million dollars a year if we are real careful." He mentioned a BBDO client who said his TV show he is adding over and above radio costs about three times as much per broadcast as his radio program.

He predicted, on basis of consensus of many people, radio and TV will each emerge as strong national media, complementing and supplementing each other.

"The best unduplicated media buy available to advertisers is a combination of radio and TV," he concluded, with "duplication at a minimum."

Aubrey Williams, radio-TV director of Fitzgerald Adv. Agency, New Orleans, said agencies need more sales ammunition, comparable to magazines and newspapers. Agencies could get more radio-TV money from clients with better research, especially in TV, he added. He commended ARBI tests of radio's ability to sell goods in retail stores and urged stations to keep distributors and dealers convinced of value of radio and TV as advertising media.

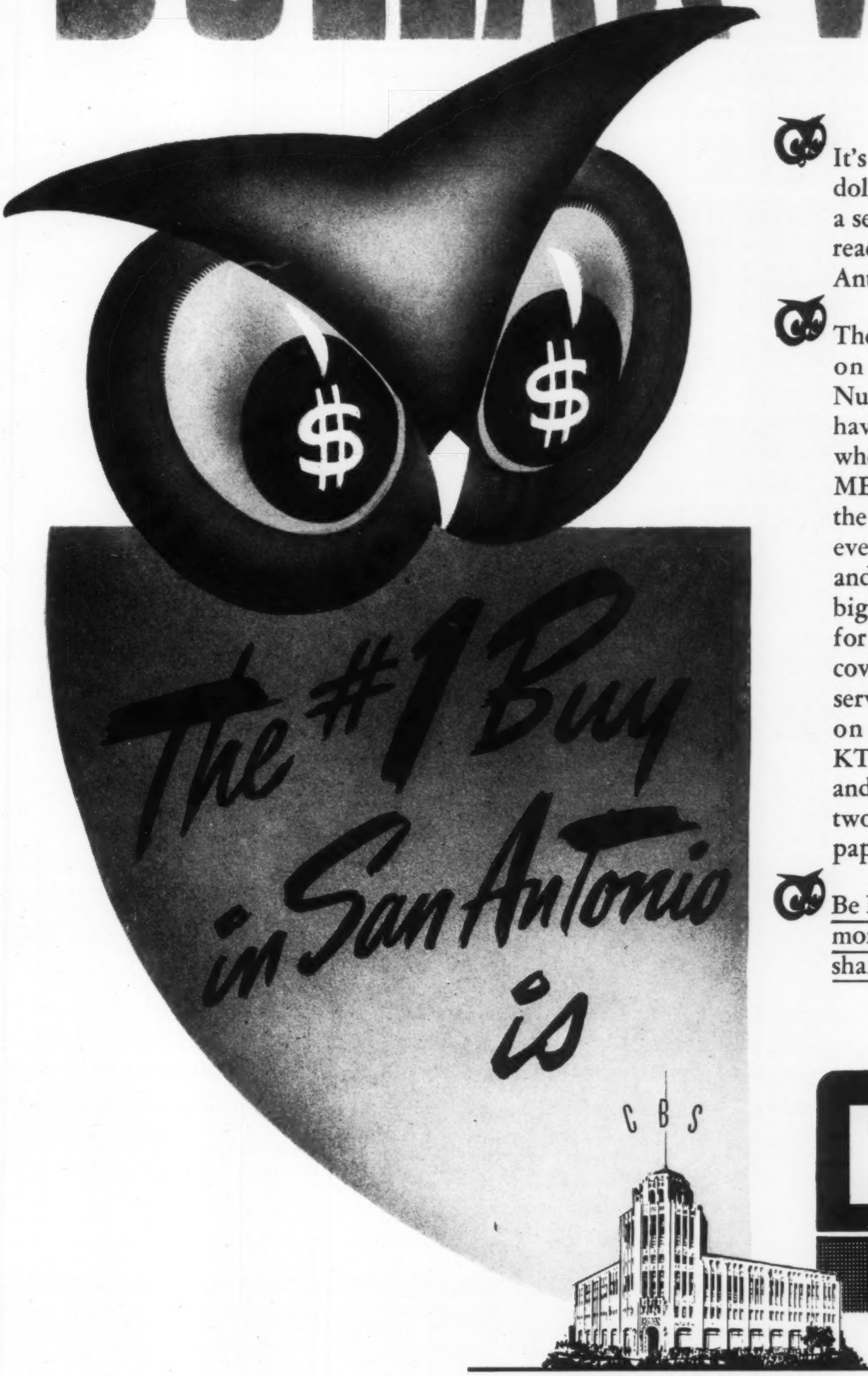
In morning AM panel delegates covered wide list of problems. Participants included Wiley Harris, WJDX Jackson, Miss.; Harold Wheelahan, WSMB New Orleans; John Hart, WBIR Knoxville; Earl H. Smith, WLCS Baton Rouge, La., and John Vath, WLOU Lake Charles, La.

WVJS PETITION

WVJS Owensboro, Ky., petitioned FCC Friday to assign vhf Channel 9 to Hatfield, Ind., 11 miles from Owensboro. No other city is affected, WVJS said.

XUM

DOLLAR WISE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